

## **ST. LOUIS: The Market and Its Media**

<i>Check List for Media Planners</i> .....	STAFF 28
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## **MARKETING WORK FILE**

Another new marketing aid from STEEL...the most complete, single source of metalworking information ever made available by an industrial publisher. Puts at your fingertips all basic market data you need for more effective, shirt-sleeve marketing to metalworking. Available now from your STEEL Representative.



## **METALWORKING MARKET COUNSEL**

Another new marketing service from STEEL. STEEL SALES MEN GO TO SCHOOL...take marketing courses under the auspices of New York University's Graduate School of Business. Contact with STEEL Research, STEEL Editors, STEEL Readers...makes them metalworking market specialists.

**Watch this space  
next month for another  
new idea from STEEL.**

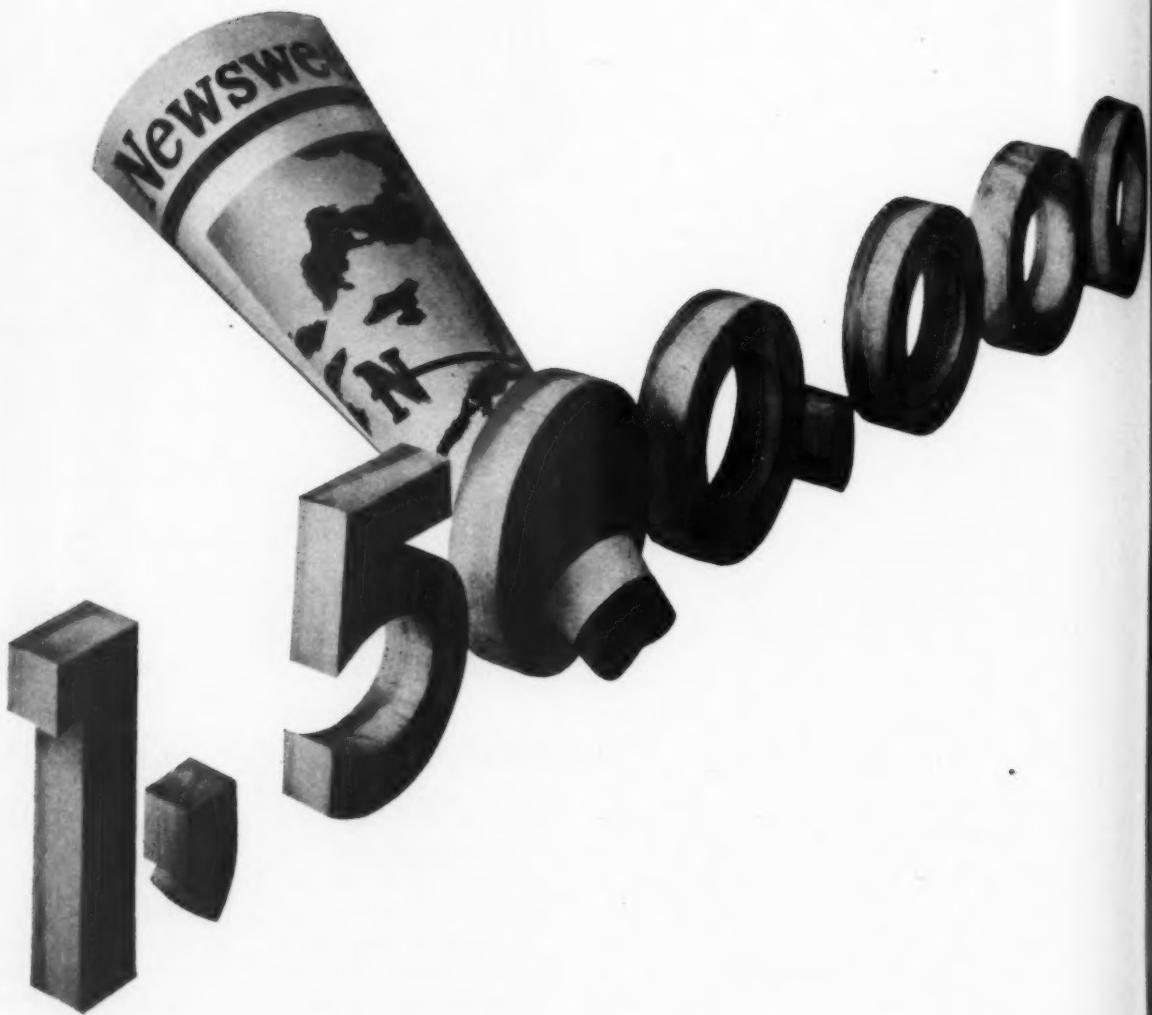
**expect new ideas**



# from STEEL

The Metalworking Weekly

*... ahead of the news, behind the headlines ... for people at the top*



## A bonus... and a promise

With the January 9, 1961 issue, Newsweek circulation reached an all-time high of 1,500,000.\* For advertisers in that issue, this meant a circulation bonus in excess of 100,000 above Newsweek's 1,400,000 guarantee (which went into effect

\*Publisher's estimate.

with the January 2 issue). To these and to all other advertisers, Newsweek makes the following promise: During the balance of 1961, whatever substantial circulation bonus Newsweek delivers to you will be available at *no increase in advertising rates*.

MEMO TO MEDIA

BASIC TOOL FOR ADVERTISING BUYERS

With this issue Media/scope presents another in its series of check lists for media planners and buyers. The Lists cover the entire range of media planning and buying. Number 1 was a Check List for Advertising Budgeters -- based on the marketing-plan approach to advertising appropriations. Number 2 -- included in this issue -- is the Check List for Media Planners. Other Check Lists have covered Business publications, consumer magazines, direct mail, newspapers, outdoor advertising, point-of-purchase, spot radio, spot television and transportation advertising.

Media/scope has not created these Lists in a vacuum. Some are adaptations, for the buyer's use of previous compilations, others have been built from scratch synthesizing information from many sources. Prior to publication, copy is submitted to a representative group of media executives. And while some of the experts have taken different views of specific areas, all recognized the need and acknowledged their merit.

Particularly gratifying has been the reception accorded the Check Lists by advertising buyers themselves. More than 50,000 reprints of our Check Lists have been purchased.

Media-buying is often a complicated and involved process. Our objective in compiling the Lists is to provide a useful basic tool that will help hammer away at complications. All points listed, of course, do not necessarily apply in every case -- a quick run-down will determine which ones do and which ones don't. At the same time we have made every effort to see that no important points in the media-buying process have been overlooked.

Judicious use of this basic tool will, we hope, help advertising buyers make most effective use of their talent and their money.

Cordially,



A. W. Moss  
Assistant Publisher

P.S. Media Advertisers often find additional copies of these Check Lists useful, too. Reprints may be obtained from Media/scope, 5201 Old Orchard Road, Skokie, Ill. Single copies: 30¢; 51 to 90 copies @ 20¢; bulk rates on request for more than 90 copies.

(This insert appears only in those copies going to our complimentary list.)



serving the buyers of advertising

March 1961, Vol. 5, No. 3

# Media scope.

published by Standard Rate & Data Service, Inc.

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## COVER

Downtown St. Louis as the City Plan Commission intends to make it look. Many new features are due for completion by 1964, the 200th Anniversary of the founding of the city, as shown in this painting by Erwin Carl Schmidt.	
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### SUBSCRIPTION RATES AND QUALIFICATIONS

For qualified people in media-buying in U. S., its Possessions and Canada: \$3 a year, \$5 two years, \$7 three years. All other countries \$6 a year, \$10 two years.  
For people outside the media-buying function (publishers, time and space salesmen, associations, research organizations, etc.) in U. S., its Possessions, Canada: \$7.50 a year. All other countries \$10 a year.  
Subscription orders must show name and title of individual, name of company, and nature of company's business. Publisher reserves right to refuse non-qualified subscriptions.

MEDIA/SCOPE is published exclusively for those people with advertiser companies and advertising agencies engaged in or contributing to the media-buying function.  
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TRAMP!  
TRAMP! TRAMP!  
The Prisoners Hope.

Words & Music by

REGER

...and hap - py home so far  
... a hun-dred men or  
... pen wide the i - ren

## A BALLAD OF THE NORTH AND SOUTH

Stirring songs of battle, sorrow and victory... "Dixie," "John Brown's Body," "Yellow Rose of Texas"; these and other melodies recalled the passion and sweep of the Civil War on "A Ballad of the North and South." Originally produced by WBBM Chicago, one of the CBS Owned Radio Stations, and presented over the CBS Radio Network, this program of authentic Civil War music had the nation's critics cheering. Among their comments: "A rousing hour of Civil War ballads,

hymns and marching songs..." "The melodies were happily blended with a commentary that fit the mood..." "The WBBM Chicago Orchestra, the Northwestern University Men's Glee Club and various soloists performed with style and humor..." "...magnificent rendition of 'A Ballad of the North and South.'"

The CBS Owned Radio Stations create radio programs that are adult, informative, thought-provoking and, above all, interesting. Apparently

audiences are appreciative for, according to one Boston listener, "A Ballad of the North and South" was: "Best I've ever heard." Wouldn't man in that frame of mind be receptive to your advertising message?

When people listen attentively to stimulating provocative programs, they pay attention to the sponsor's sales message. And it is a matter of record that attentive, active, responsive audiences listen to the idea stations:

**WEI, WCBS, WCAU, WBBM, KMOX, KCBS, KNX, THE CBS OWNED RADIO STATIONS**

BOSTON

NEW YORK

PHILADELPHIA

CHICAGO

ST. LOUIS

SAN FRANCISCO LOS ANGELES



**a "halo" effect in advertising?** A bright, smiling personality can condition our attitude toward a man's deeds. Even a woman's charm can be modulated by lighting. And based upon random comments from MACHINE DESIGN readers . . . reaction to advertising can be changed by the editorial company it keeps. A magazine which has strong editorial rapport with readers makes advertising more believable, more effective. We're trying to find a way to measure this "Halo" effect, of course. We're certain it's one of the extra values received by MACHINE DESIGN advertisers. In the meanwhile . . . we can offer you specific, concrete facts about our leadership in editorial, readership, response, circulation and advertising. For example, MACHINE DESIGN has far more editorial awards than any other design magazine . . . consistently wins independent reader preference studies . . . carries far more advertising pages than any other design magazine. MACHINE DESIGN, A Penton Publication, Penton Building, Cleveland 13, Ohio.

ADP BPA

**MACHINE DESIGN**

**Sizes, shapes and prices to fit any advertiser's budget... editorial styling to capture any woman's heart. For fast pickup, you can't beat the '61 Journal at newsstands. Total circulation? New base as of July 1 is**

**6,700,000. See your local, authorized Journal dealer (space rep, to you) and take a ride in the one that's No. 1 in its field: the Ladies' Home Journal. No. 1 magazine for women... No. 1 in circulation... No. 1 in newsstand sales.**

# BUYER'S GUIDE TO THE '61 JOURNAL

## STANDARD PAGE

Survey of owners shows that this one regularly gets more s.p.g. (sales per gal) than any competitive make. Four-color: \$37,855. Or in black-and-white: \$31,490.

## DYNAMIC JUNIOR PAGE

You'll be getting big ad looks — with small ad economy. Automatic readership comes built-in. Four-color: \$30,215. In black-and-white: \$22,845.

## SPORTS HALF PAGE (HORIZONTAL)

Styled lower and wider than the standard half page model. Four-color: \$21,505. Black-and-white: \$16,885.

## BUG SIZE 1/8 PAGE

A quarter as wide and half as tall as the big ones. Costs about a tenth as much to run. Black-&-white: \$4,155.

## ECON-O-MY COLUMN

Test this model in an economy run. You'll find it'll give you top mileage year in, year out. Black-and-white: \$8,240.

## SUPER HALF PAGE

This one's the number-one seller in the medium price range. Four-color: \$20,835. Or in black-and-white: \$16,280.

## SPECIAL JUNIOR HALF PAGE

47.1 sq. in. of useable space inside. Has amazing pulling power for its size. Four-color: \$19,965. Black-&-white: \$15,210.

## LUXURY JUNIOR SPREAD

The Journal's warm, inviting interiors make this model a honey to look at—and be in. Four-color: \$60,430. Black-and-white: \$45,690.

## COMPACT QUARTER PAGE

Here's the biggest of the compacts. Costs less to buy, and less to run, too. Black-and-white: \$8,240.

## SMALL ECONOMY JUNIOR COLUMN

Stripped down version of the column model. It's available in 2-tone (black-&-white) only. Costs: \$7,640.

## DELUXE 2-PAGE SPREAD

Gives you a whole lot more size, more prestige, more inside room than any other model. Four-color: \$75,710. Black-and-white: \$62,980.

## CUSTOM LINE:

When money is no object, we'll custom build a one-of-a-kind model to your specs. Almost any size and shape you want. Guaranteed to attract attention.

\*Bleed optional at no extra cost as of March. Prices quoted effective July '61 issue—even lower if you buy right now!

**When the Journal speaks—women listen**

ed Journal  
a ride in  
e Ladies'  
women...  
and sales

## MEDIA/SCOPE

Serving the buyers of advertising  
Published monthly by  
Standard Rate & Data Service, Inc.



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Roger Barton

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1709 W. Eighth Street  
Los Angeles 17, Calif.  
Hubbard 3-5141

## From the publisher's notebook



## INVITATION TO AWARDS PRESENTATION

Although this invitation is neither engraved nor personally addressed, I hope that you will understand that it is meant as sincerely for you personally as though it were the only message carried to you in this issue of MEDIA/SCOPE.

My purpose here is to invite your presence at a luncheon in the Starlight Roof of the Waldorf-Astoria in New York on Thursday, April 6. At this luncheon, the presentations will be made of the Annual Media Awards that it has been our privilege to sponsor for the last three years. Here will gather those of your contemporaries in the rapidly-expanding media buying and selling fraternity who can conveniently get together for the largest meeting of its kind this year.

We are well aware that for some of you it is a practical impossibility to be in New York at that time. But we have picked the location simply to be most convenient to the majority. And we trust that you will accept this invitation as genuinely cordial no matter where you are situated. If you can come, please let us know of your intentions through the Executive Secretary, Annual Media Awards, MEDIA/SCOPE, 420 Lexington Avenue, New York 17, N. Y. The price of the luncheon has been set at \$10.00 per person.

Last year the Annual Media Awards presentation was attended by 570 leaders in the field. We anticipate an even larger turnout this April sixth; and we are delighted with the way this symbolic event has taken hold, and continues to develop. Award entries a year ago numbered 200 in the three spheres of accomplishment: public statements on creative media thinking, media research, and media techniques. Two years ago there were 151. This year there are 292 entries—more in each of the three categories.

This, of course, creates a greater problem for the judges and the general chairman of the 1961 Annual Media Awards, Newman F. McEvoy; but it is the kind of problem that they—and we—welcome. Our industry is in a period of significant growth. And we feel sure that you will find it fitting, pleasant, and informative to observe its progress at the luncheon. So please join us in meeting and greeting your friends and competitors on April sixth.



## BULLETIN\*

**Long Beach Newspapers  
lead California in  
amount of retail  
FOOD LINAGE  
published in 1960**

The amount of retail advertising carried by a newspaper in any category is a point to be considered when buying general advertising in that same classification.

Here's the retail food lineage record in California:

**Top 5 newspapers in retail grocers advertising**

— Media Records, Year 1960 —

Newspapers	Lines Adv.
Long Beach Independent — M	2,967,724
Long Beach Press-Telegram — E	2,835,010
San Diego Tribune — E	2,600,771
San Diego Union — M	2,592,077
San Jose News — E	2,580,145

When placing food advertising in the Los Angeles-Long Beach Metropolitan Area be sure it is backed up by the retailers. In this market, you get the best support in Long Beach.

\*Apologies to Shell Oil

### Independent Press Telegram

Morning Evening Sunday

LONG BEACH, CALIFORNIA  
the International City  
NOW OVER ½ MILLION POPULATION

## Trade Talk



Dave Wade

**Still Takes Two . . .** Some media buyers seem to be confused at the Chicago *Sun-Times-Chicago News* big push to sell these two newspapers as the best combination in Chicago. The reason goes back many months ago when a *Sun-Times* promotion endeavored to sell that paper and the *Chicago Tribune* as a "must" buy for top, effective, unduplicated family coverage of Chicago. The confusion exists in the minds of only those buyers who don't grasp that the former representation was based on unduplicated family coverage, while the new claim is based on the cost of reaching the unduplicated coverage of the *Sun-Times* and *News* families, taking their new combination discount rate structure into consideration.

**Trend? . . .** With considerable publicity of late regarding advertiser switches to almost exclusive use of newspapers, there is a lot of buzzing in media circles as to why and for how long. With talent costs being hiked again, the high price tags on production of commercials might account for shifts from television. Artificial circulation-building hypodermics and frequent accompanying rate increases might account for changes from magazines. With advertisers being generally happy with their use of radio and outdoor these days, their involvement in the changes might be tied to almost anything. Whatever the reasons, the decision-makers will certainly be sweating out the results or consequences of their recommendations.

**At Long Last . . .** The advertising research industry may soon provide agencies and their clients with the all-important commercial viewing and interest indices for which everyone has waited so long. Such studies have been done by some of the larger agencies for some time, though it seems that judging commercial qual-

ity has been the prime reason up to now. With TV viewing considered, in some degree at least, to be done by a captive audience, the viewing and interest factors of commercials may well be a guide to the medium's potential effectiveness. Just getting around to make studies of this kind reminds some of researcher Dick Manville's method of tracing the effectiveness of advertising in the various media to actual product sales, a proposal which he had a hard time selling almost 15 years ago.

**Your Friend . . .** Almost no one who has been connected with advertising media for more than two years, in or out of an ad agency, can forget Fred Barrett, formerly vice president of BBDO in charge of media. Mr. Barrett, who is now with Business Development Associates, though not directly connected with the advertising industry, made a direct contribution to everyone in advertising recently when he outlined his reasons why it was ridiculous to avoid hiring persons more than 40 years old. With the constant changes taking place in agencies and media, there are more men in that age category who appreciate Fred's views. As he says, hiring these persons might pay-off—on both sides.

**"Magazine" TV . . .** Fairfax Cone of Foote, Cone & Belding has joined the ranks of those who see some advantage to the magazine concept of television commercial placement. The new switch in Mr. Cone's overall thinking is the suggestion that the networks might charge less for high-level but smaller audience shows, thereby saving advertisers money and leaving them less unhappy about the lower ratings such shows developed. His other big point is that networks could experiment more with shows appealing to smaller audiences with all advertisers (rather than only one) participating in the cost thereof.



GRAND RAPIDS, MICH.

**what makes  
this city  
a great  
test market**

**Manufacturers and agency executives who plan and supervise test programs stress these four points:**

- The market should be isolated • Population makeup should be typical • Distribution facilities should be adequate • A single advertising medium should cover the area

## Grand Rapids Measures Up!

**ISOLATED MARKET:** Grand Rapids is 146 miles from Detroit, 169 miles from Chicago, 164 miles from Toledo. No city over 200,000 population is nearer.

**TYPICAL POPULATION:** 363,187 (metropolitan area)—92.5% native born, 7.5% foreign born.

**MARKETING FACILITIES:** Grand Rapids is the wholesale and retail distribution center for the entire 23-county West Michigan area.

**ONE-MEDIUM COVERAGE:** The Grand Rapids Press offers coverage in 9 out of 10 homes in city zone. Daily net paid circulation now over 125,000.

It's no wonder that SALES MANAGEMENT MAGAZINE reports Grand Rapids as one of the four most frequently used test markets in the nation!

SPLIT RUN COPY ACCEPTED • ROP COLOR

**THE GRAND RAPIDS PRESS**  
EVENING • SUNDAY

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, Murray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, Superior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, Sutter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, Woodward 1-0972.

A Broth Michigan Newspaper



# The fastest gun in Boston outdraws “Gunsmoke”



The Boston Globe gets 800,000 adult readers\* daily; Gunsmoke reaches 650,000 estimated adult viewers\*\*.

Never before has this great gun of the West been outdrawn, but The Globe does it every day . . . and we draw almost twice Gunsmoke's audience on Sunday.

We do this without any help from the second Boston newspaper . . . but if you wanted to add either of the other two Boston newspapers, you could then reach an additional three to four hundred thousand adult readers every time.

Obviously not every Globe reader reads every advertisement any more than every adult present in the room when Gunsmoke is on actually listens to and remembers every commercial on the show. But recent studies by Starch and Gallup show that prospective buyers literally devour newspaper advertisements on the product classifications which interest them.

Readers want advertisements in newspapers; they actually seek them out and shop from these ads . . . and then buy. These studies also show that size is not absolutely necessary to attract readers. It is only one factor . . . consumers read newspaper advertisements when the message is of interest and promises benefit.

\*Boston newspapers — latest studies \*\*Estimated latest studies

# The Boston Globe

MORNING • EVENING • SUNDAY

A Million Market Newspaper

New York • Chicago • Detroit • Los Angeles • San Francisco

Media/Scope, March 1960

He's pre-sold here,  
but...



...when he's ready to buy,  
he turns to the Yellow Pages

There's one good reason why people look in the Yellow Pages - to learn *where* they can buy something. What better place (and time) to tell your prospects *why* they should buy *your* product or service!

With National Yellow Pages Service, you can now run selling advertising for your product in any combination of 4,000 telephone directories to cover your marketing pattern. It will help your regular advertising pull

greater results. And you can arrange for this service with just one contact, one contract, one monthly bill.

For full details, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL



# New Era for Erie



For Erie, 3rd city in Pennsylvania, a new era of prosperity has arrived. ■ In heavily industrialized Erie (over 40% of non-farm employment in manufacturing) average wages for production workers are 2nd among Pennsylvania markets.

#### AVERAGE WEEKLY EARNINGS MANUFACTURING PRODUCTION WORKERS (November 1960)

Pittsburgh	\$104.15
Erie	96.00
Philadelphia	94.32
State Average	87.94
A'town-Beth'm-Easton	83.08
Reading	79.39
Lancaster	79.20
York	75.84
Harrisburg	75.82
Scranton	66.73
Wilkes-Barre	62.36

Source: Pa. Bur. Emp. Security.

And, in the over-all picture, more households fall among the upper three income brackets than in any other Pennsylvania city with population over 100,000. ■ All of which, of course, points to high sales potential. ■ To convert this sales potential into sales volume—for your product—call on The Erie Times & News.

\*1960 Sales Management Survey of Buying Power.

When you think Pennsylvania think Philadelphia Pittsburgh — and ERIE!



**The Erie Times**  
**The Erie News**  
**The Erie Times-News**

Represented by The Katz Agency, Inc.

LOOKING FOR A NEW PLANT SITE? Write Erie Chamber of Commerce for detailed brochure on Erie Industrial Park: 225-acre, centrally-located plot offering ideal water, rail, highway transportation; proximity to major markets; skilled labor force.

## Letters from Readers

### MEDIA AND 15%

Having read your editorial, "What Do Media Say About 15%" in January MEDIA/SCOPE, it brought to mind a question on agency-media relations which has long plagued me, as I am sure it has other small publishers.

If AAAA were presented with documentary proof that companies which placed their advertising direct were rebated the agency commission by a certain publication, what stand would AAAA take? Would it:

1. Blacklist the publication involved and urge AAAA members not to place advertising in that particular medium?
2. Reprimand the publication either publicly or privately?
3. Do nothing?

It would seem that a strong stand by the AAAA would do much to alleviate a serious situation faced by many small publications and one that will become more prevalent as competition for the advertising dollar increases.

Please omit my name and name of publication, as this might be construed as being directed against a publication in our field, and this is certainly not the intention of this letter.

#### PUBLISHER OF A SPECIALIZED MAGAZINE

Illinois.

*The writer is known to MEDIA/SCOPE, but his name is withheld in respect to his wishes.*

### LIKES EDITORIAL

Excellent editorial on page 116 of your December issue ("Responsibility for Opinions Herein").

ARTHUR H. MOTLEY  
President and publisher, *Parade*.

### THE MARTINI PITCH?

Oh! happy day! I've just read Jackson Parker's October article, "The Buyer-seller Relationship."

Now we all can burn our suspicious-looking circulation statements, rate cards, media files, market data sheets, economic and business reports,

news-letters, surveys, readership studies . . . the whole kit and kaboodle of special agency services.

Now we can all concentrate on the martini pitch.

This will probably beat making a thoroughly respectable and completely ethical presentation on the chance that, afterward, the buyer might be skeptical and so indifferent and incapable of sorting fact from fiction that he'd reach an important decision by tossing darts at an opened copy of SRDS!

GEORGE WISNER  
*NAHB Journal of Homebuilding*  
Washington, D. C.

*In his article in MEDIA/SCOPE, Mr. Parker, who is media director of Chirurg & Cairns, Inc., Boston, discussed what can cause the buyer-seller relationship to deteriorate, and if it does, whose fault it is. He asked, "Why are buyers such skeptics?"*

### SHOPPING BAGS

In respect to the use of grocery sacks for advertising, the Supermarket Affiliates Corporation program circulates sacks with advertising through 32 of the top 40 food chains of the country, 25 of the next 40, and numerous independent operators situated in every section of the country.

During the last two years we have developed and have patents pending on equipment which will imprint messages into sacks before they come into the stores.

STANLEY C. BARS  
President, Supermarket Affiliates Corporation, New York.

*The subject of shopping bags as an advertising medium was discussed in MEDIA/SCOPE "The Amazing Army of Special Media," March 1960.*

### GOODYEAR RADIO

In your article in the December issue regarding media planning at Goodyear ("Three Reasons Why Media Planning Is a Company Job") the graph on page 49 drops any reference to radio. Radio is a definite pattern of Goodyear's media planning. Besides Cleveland, I know that

*(Continued on page 16)*

In program planning, in daily operation and in creative public service, the high standards of Transcontinent Stations are earning an ever increasing loyalty and acceptance from their audiences. This service, integrity and cooperation makes a lasting contribution to the constantly growing number of Transcontinent Stations' advertisers and their products.

SYMBOL OF SERVICE



WROC-TV, WROC-FM, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.

WGR-TV, WGR-AM, WGR-FM, Buffalo, N. Y. • KFMB-TV, KFMB-AM,

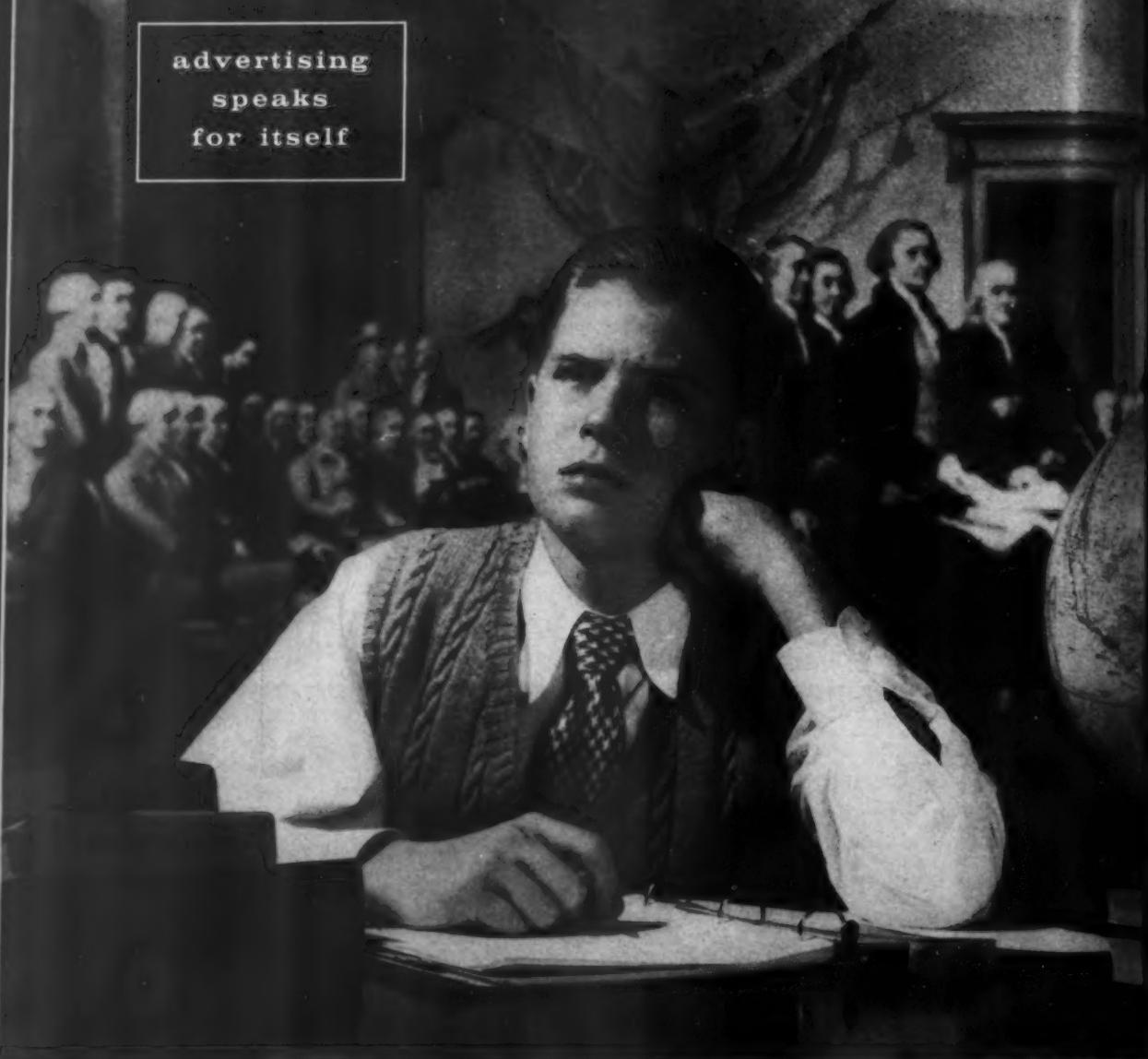
KFMB-FM, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.

WDAF-TV, WDAF-AM, Kansas City, Mo.



**TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N.Y. 17**

advertising  
speaks  
for itself



**or—Pravda could teach him...** Let's face it. If we don't teach them, someone else will; and the facts may come out distorted. > The Advertising Federation of America works to see that the youth of America get expert and up-to-date instruction on the American economy. They recognize that some day soon this economy will be run by today's youngsters. > AFA's Bureau of Education and Research, as well as the American Academy of Advertising and AFA and Advertising Association of the West's network of 180 advertising clubs throughout the nation all participate in this work. > They develop instruction techniques, upgrade marketing curricula, offer vocational guidance to thousands of high school and college students and instructors. And—*have you heard about their career-guidance program?* You should. Lend your leadership to this work of educating the businessmen of 1964. Invest in a membership in AFA-AAW. Write—now!



PREPARED BY:  
**THE ADVERTISING FEDERATION OF AMERICA**  
655 MADISON AVENUE

NEW YORK 21, NEW YORK

FOR THE AFA AND  
**THE ADVERTISING ASSOCIATION OF THE WEST**  
FERRY BUILDING  
SAN FRANCISCO 11, CALIFORNIA



*The Advertising Federation of America and the Advertising Association of the West and their 60,000 members marshal the forces of the advertising industry to protect its freedoms, to promote education in, for and about the profession, and to conduct public service activities through its media.*

# NOW! The Detroit News sells the Detroit Market more effectively than ever...

**737,415**

TOTAL WEEKDAY PAID\*

**933,339**

TOTAL SUNDAY PAID\*

\*Average Paid circulation 11/7/60—12/31/60 reported in Interim Statement filed with ABC, subject to audit, 10/1/60—12/31/60.



...now reaches **81%**  
of all **homes** in the Retail Trading Area  
that take **1** or both Detroit newspapers.\*  
► Greatest coverage by **1** newspaper in  
any of the **nation's** top 5 markets...at the  
lowest milline rate...\$1.90 Weekdays; \$1.66 Sunday!

**The Detroit News**  
INCLUDING BEST FEATURES FROM  
**Detroit Times**

New York Office: Suite 1237, 60 E. 42nd St. • Chicago Office: 435 N. Michigan Ave., Tribune Tower • Pacific Office: 785 Market St., San Francisco • Miami Beach: The Leonard Co., 311 Lincoln Road

\* Audience Study, Detroit Newspapers, 12/13/60—12/21/60, Carl J. Nelson Research, Inc.

(Continued from page 12)

radio is utilized in such large markets as Boston, Pittsburgh, and Los Angeles, as well as even smaller markets on a seasonal basis.

FRED E. WALKER

Sales manager, KYW Radio, Cleveland.

The chart referred to, as stated in the chart, is based on PIB data, which do not include radio. Therefore, although Goodyear does use local radio, it was not charted. In 1960, Goodyear

invested in local radio almost \$2 million and this does not include monies that dealers and stores add to this on a cooperative basis.

#### JOURNAL OF RESEARCH

My staff and I want to thank you for MEDIA/SCOPE's review of our new research journal. ("ARF Publishes New Journal of Research," November.) It couldn't have come from a more gratifying source.

CHARLES K. RAMOND

Technical director, Advertising Research Foundation.



#### LIKES BENNEYAN SERIES

I am indeed sorry to note that George Benneyan has concluded his most interesting series of articles in MEDIA/SCOPE.

Naturally, he brought back some vivid memories to me. Some pleasant ones. And some head-scratchers, too. The Bureau of Advertising and American Newspaper Advertising Network stories were really wonderful. I am just hoping that a lot of today's "Young Turks" read them carefully. They will learn some of today's brilliant ideas are but warmed over old programs.

Bill Thomson, et al. Ed Madden, et al. George Benneyan in so many worthwhile chapters of the good old newspaper business! And how well he writes about them!

ROBERT K. DREW

Vice president and general manager, *The Milwaukee Journal*.

\* \* \*

I have read George Benneyan's recollections in MEDIA/SCOPE ("Adventures in Promotion" Jan.-Dec. 1960) and congratulate him upon having such a good memory and such wonderful records. He has done a great job.

DAVID W. HOWE

Co-publisher, *Burlington (Vt.) Free Press*.

#### IMPRESSIVE JOB

MEDIA/SCOPE has done an impressive job in working for a more intelligent selection and use of media.

DUKE LYNCH

Advertising and sales promotion manager, *American Lumberman*.

#### ATLANTA MARKET AND MEDIA

I have just completed reading your extremely interesting article on our very fine market—"Atlanta: The Market and Its Media" (MEDIA/SCOPE, December 1960).

Since much of our time in media is spent in selling our market as well as our product, we, of course, feel that we know all the answers, so to speak, regarding our particular market.

I must say that your article was extremely interesting to me, and I benefited considerably from the material.

JAMES H. BURGESS

Sales manager, Crosley Broadcasting of Atlanta, Inc., Atlanta.



# REMEMBER PONTIAC!

PONTIAC is an integral and dynamic market within the Detroit Metropolitan Market which ranks #5 in population and total retail sales in the United States.

PONTIAC is the leading city of Oakland County. One of the three counties (Wayne, Oakland and Macomb) which constitute the Detroit Metropolitan Market.

PONTIAC city and retail trading zone has a population over the quarter million mark. 21% make over \$7,000 a year.

PONTIAC PRESS is the only newspaper which can guarantee complete coverage and depth penetration of the PONTIAC market.

## 76% coverage of all households

If you schedule your sales message to reach the Detroit Metropolitan Market in only the Detroit newspapers . . . you will be unable to cover even half of this vital, important PONTIAC market.

### THE REASON . . .

Over 50% of the households in the PONTIAC area read *only* the PONTIAC PRESS

The PONTIAC PRESS is the full-coverage independent daily newspaper (98% home delivered) serving the PONTIAC area and Oakland County since 1842. REMEMBER PONTIAC! and the PONTIAC PRESS

# THE PONTIAC PRESS

*Pontiac, Michigan — Circulation 60,439 — Publisher's Statement, March 1960*

REPRESENTED BY NEWSPAPER MARKETING ASSOCIATES

Scolaro, Meeker and Scott Division,  
New York, Chicago, Philadelphia, Detroit

Doyle & Hawley Division,  
Los Angeles & San Francisco

## The Many Things Media Do Besides Provide Exposure

"... If we make calculations on the basis of cost-per-thousand, we know it is important to think of cost-per-thousand-eyes differently from cost-per-thousand-ears, or cost-per-thousand-minds. We know it is important to distinguish between seconds of exposure and minutes of study.

"We know that exposure does not guarantee communication, that the media that provide the greatest coverage and the greatest exposure are not necessarily those that also create the greatest product consideration and the most consumer reaction.

"And surely we know that, for many advertisers ... in many cases it is better to sustain a level of awareness and impression against fewer people than to try to reach everybody with no frequency at all."

by Paul E. J. Gerhold  
Vice-President, Media and Research  
Foote, Cone & Belding

(excerpted from a recent speech  
at the Eastern Annual  
Conference of the 4-A's)



PHOTO BY DUANE MORRIS

For almost any marketing or media problem—with the single exception of the one where the only criterion is mass coverage at the lowest possible cost—America's many fine selective magazines are the answer. They provide customers who have the money to buy; the education and social status to be intelligently aware of an advertising message; most of all, the interest and emotional involvement with the editorial setting of the magazine they have selected to read. And the advertiser rides in on that interest and that emotion.

Most contemporary of all interests is a happy preoccupation with sport and the outdoor life; and most contemporary of magazines, SPORTS ILLUSTRATED.

As the ages of top executives go down and their incomes go up; as the suburbs flourish and the size of families grows—more and more does "the new face of leadership" in American life become that of the sportsman.

SPORTS ILLUSTRATED's circulation, now 950,000 weekly, has more than doubled, in six years; and the magazine stands 5th among all magazines in pages of consumer advertising.

# Sports Illustrated



## Scope on Media

A LOOK AROUND AND A LOOK AHEAD

### AGENCY VOLUME TRENDS

Significant trends in the advertising agency business can be charted from Census Bureau tabulations just released showing 1958 receipts, commissions on media, and income from materials and fees. By comparing these data with similar Census data for 1954, and adding projections to 1962, directions of growth become apparent. On this basis, between 1954 and 1962:

Volume of business will have risen 40 per cent (from \$4.3 to \$6.0 billion dollars).

Commissions and fees combined will have risen 40 per cent.

Commissions-and-fees as a percentage of total business volume will stay at 15 per cent.

Portion of commissions-and-fees that are fees will have risen from 17 per cent to 26 per cent.

New York City's importance as the advertising center will diminish only slightly (per cent of the agency business handled in New York will have slipped from 45 per cent to 42 per cent).

Chicago's second place position will also slip (per cent of the agency business handled in Chicago will have been squeezed from 16 per cent to 13 per cent).

Agency business elsewhere, bolstered principally by branch office activity, will grow from 39 per cent of the total to 45 per cent.

### CONTINUING NEWSPAPER STUDY

Starting this month, Million Market Newspapers put into operation a continuous newspaper research program, designed to furnish information on consumer awareness, advertisement readership, copy effectiveness, product acceptance, family characteristics by market, and other data.

Advertisement readership will be developed by the accepted Starch method of recall, resulting in the usual Starch noted, seen associated and read most scores. The studies will be made on all issues, Monday through Friday, for 20 weeks during the year. This will be done on a combined sample of the five Million Market Newspapers publications. Advertisements appearing in at least four of the papers (not necessarily on the same day) can be scored for readership.

Reader characteristics will be developed in the same manner as is done currently by Starch for magazines. For Million Market Newspapers, characteristics will be developed for the five markets combined — not for individual cities.

Other data will be developed from corollary questioning done at the same time that the readership studies are made.

The continuing reports will be handled by Daniel Starch and Staff, developing it is hoped into a service in the newspaper field comparable to the Starch studies of magazine readership. Ground work was laid for the new service last year in work done by Dr. Starch and Dr. George Gallup, making use of an initial investment of \$100,000 by Million Market Newspapers.

The Gallup studies last year included an investigation of what media buyers want in terms of newspaper research; and the continuing studies by Dr. Starch are aimed at meeting those needs. The Starch studies last year included explorations in five markets to determine the feasibility of the continuing readership reports, and of relating newspaper readership to other factors.

### IMAGE PROFILE OF MANAGEMENT PUBLICATIONS

The Media Image Profile report that John F. Bolger, Jr., head of his own research company in Chicago, planned to publish last October was finally published last month. This is the report concerned with General Management Publications (see *Scope on Media*, August 1960). Like previous reports the Image Profiles are developed from interviews with subscribers who rate the image of each publication in accordance with 32 characteristics: lively, imaginative, clear, unbiased, etc.

Although five publications sponsored this new report, only one of the sponsors (*The Wall Street Journal*) decided to release its results. The finished report, therefore, exhibits the profile of this publication by itself and also the composite profile for all five general management publications studied (four of them not named). *The Wall Street Journal* score is above the five publication average for 27 of the 32 characteristics. Mr. Bolger simply states that "anonymity is assured to those who decide to use their results only for confidential editorial improvement."

The publications as a whole scored high in informative

values, and relatively low in characteristics related to their dynamic attributes. *The Wall Street Journal* was judged considerably more action-provoking and unbiased, but considerably less attractive-looking than the average in the group.

### FARM BUDGETS AND POTENTIAL

The importance of big advertisers in the farm field is demonstrated by figures just released on dollar investments in farm publications. The figures, compiled by Farm Publication Reports, Inc., Chicago, report expenditures by corporations investing \$25,000 or more in farm publications. There were 281 corporations in this group; but the 10 largest spenders in this field accounted for 27 per cent of the volume. The top ten advertisers as a group spent just about the same amount they had in 1959, while dollar expenditures of all 281 corporations combined dropped two per cent. The importance of the big advertisers to the farm media inched up a bit. However, individual budgets are far from extravagant in this field, as indicated by new breakdowns in the data showing investments by subsidiaries as well as corporations as a whole. For example, General Motors — the second largest farm advertiser — spent a grand total of over \$1.5 million, but the budget of the Frigidaire division for farm advertising was less than \$100,000. The Hotpoint Division of General Electric invested less than \$47,000 and the Kelvinator Division of American Motors less than \$39,000 in this field. Such individual expenditures seem small in view of the large potential in the farm field (\$24 billion annually spent by farmers for supplies, materials and services; and \$16 billion for family living, as described in a report on the farm market by Daniel R. Collins elsewhere in this issue).

### NEWSPAPER PRICES GOING UP

The trend to higher per copy price for daily and Sunday newspapers is continuing, according to a new survey made by the American Newspaper Publishers Association. Out of 1,761 daily newspapers reporting, almost 20 per cent raised prices in 1960 in one or more categories, and did not suffer long term loss in readership. Only about half of daily newspapers now sell for five cents. The next most popular price is seven cents, the newsstand figure for 32 per cent of dailies; and the third most popular price is 10 cents (16 per cent of dailies). The balance sell for six or eight cents.

In the Sunday field, per copy prices are also going up, with the top price reported now 30 cents (two Sundays are at this figure). Most popular Sunday price is now 15 cents (the price of 41 per cent of Sunday newspapers). The current price increases are a continuation of a trend that has been developing continuously during the last 20 years.

### NEWSPAPER REPUTATIONS

The reputation of daily newspapers is an elusive factor, but Edward L. Bernays, one of the deans of the public relations fraternity, has since 1952 been using his own way of measuring newspaper reputations. His method is to simply ask U.S. publishers to name the top ten. The newspapers are thus judged by their peers.

Using this method, Mr. Bernays finds the same three newspapers at the top of the reputation ladder in 1961 as he found there in 1952: *The New York Times*, the *St. Louis Post-Dispatch*, and the *Christian Science Monitor* — in that order. Moving up the reputation ladder are: the *Milwaukee Journal* (number 10 in 1952, and number 4 in 1961); the *Los Angeles Times* (not on the list in 1952, and number 8 in 1961); and the *Chicago Tribune* (not on the list in 1952, and number 9 in 1961).

The criterion employed by Mr. Bernays is "newspapers which best live up to the ideals set forth by Joseph Pulitzer, Adolph Ochs and Thomas Gibson."

### SPOT TV ROTATION PROBLEMS

Amid the welter of charge and countercharge between networks, affiliates, and station representatives started by CBS's advertiser rotation plan, it is interesting to note that media statistics probably had no small share in forcing the CBS move.

As one leading competitor, NBC, points out, one of the major reasons a daytime network schedule outpulls an alternate-week nighttime half-hour of comparative cost (in terms of both frequency and audience cumes) is that daytime can be bought by scatter plan or rotation. The other reason is that daytime offers twice the commercial time allowance of nighttime.

One thing this means to the advertiser is the probability that several CBS affiliates will cut their rates. Says one station representative: "The nets are slowly forcing stations out of business—forcing them to cut rates. What advertiser is going to pay card rate for spot when he can get it from the network for less?"

Still another aspect of the CBS move is its aggravation of two problems that have long concerned buyers: product protection and product-program compatibility.

A composite of buyer opinion on these twin posers goes something like this: "I keep trying to improve my spot schedule. If a station has to jockey my time slots to keep my product from running back to back with the competition—assuming the station gets enough notice from the network to do it—and this is a big IF—the chances are that I will wind up with a poorer time slot. I no longer control time slot. I don't know what audience I'm getting, either by the numbers or by type. I don't know what kind of program environment my commercial is going to wallow in. And if I'm paying for fixed position, I can end up with run of schedule."



## Steero makes it...LOOK sells it!

"I'm happy to report that our LOOK advertising was responsible...for a sales increase which is more than double our normal rate of growth," reports Arthur L. Iger, Executive Director of American Kitchen Products Company, makers of Steero Bouillon.

Steero ran its first LOOK advertisement in the March 29, 1960, issue. The ad appeared in Magazone 7 (West Coast), where—according to Executive Director Iger—"we wanted to push Steero sales."

"In the month after our advertisement came out," Mr. Iger reports, "our sales in-

crease on the West Coast amounted to about 12%. Our sales generally had been increasing at a rate of 5%.

"Our second ad, in your May 24, 1960, issue in Zone 7, showed the cumulative impact of the campaign, with sales in this area running three or four times what our overall sales were.

*"We're all agreed that LOOK does boost sales. That's why we plan to use LOOK Magazine on a continuing basis."*

Advertisers recognize the tremendous pulling power of LOOK Magazine. In the past year—and the past five years—LOOK gained more advertising revenue than any

other major magazine. One reason for this unmatched growth is LOOK's outstanding record in producing sales results. **For LOOK means sales.**



Each dollar you invest in the Digest lets you

*double your chances* to



**573**  
per dollar in  
**Digest**



**301**  
per dollar in  
**Look**



**234**  
per dollar in  
**Life**



**231**  
per dollar in  
**Post**

you

# chances-to-sell prepared mixes

## Package-goods marketers use Reader's Digest to reach their best prospects millions of extra times

Every time an advertisement is looked at, it has a *chance-to-sell*. And there are huge differences in the numbers of *chances-to-sell* that an advertisement gets in leading magazines, according to nationwide research by Alfred Politz. For example, note the typical two-to-one spread in *chances-to-sell* to people who were recent buyers of prepared mixes:

In the Digest . . . . .	24,933,000
In Look . . . . .	12,573,000
In Life . . . . .	11,027,000
In the Post . . . . .	10,216,000

The number of *chances-to-sell* to prepared-mix buyers that you get *per dollar* with a 4-color page is illustrated at the left.

### And Digest readers are top-quality prospects for all package goods

A typical Digest issue is read by:

- About 1 out of every 3 recent buyers of facial tissues . . . deodorants . . . or aluminum foil.
- 12½ million homemakers . . . America's biggest assured audience of good grocery prospects.
- Nearly 4 out of every 10 people in the upper-income third of the country.

Whatever product you market, be sure you know your *chances-to-sell* to your own *best prospects*.

**WHAT ABOUT TV?** Because TV audiences have not been measured accurately for proven prospects for specific kinds of products, compari-

sons must be based on *chances-to-sell* to the *entire* audience. On this basis, a 4-color Digest page gives you 60,947,000 *chances-to-sell*, or 1401 per dollar. TV provides only 17,419,000, or 613 per dollar (with a commercial minute on the average night-time network TV program).



Libby knows the Digest's extra *chances-to-sell* get results!

As part of its national introduction of Libby's Deep-Minted Brand Pineapple Chunks, Libby ran a Digest advertisement that carried a 10¢ coupon. More than a million were redeemed. Libby followed up this success with eleven other Digest advertisements. It reports: "Never before has a new product become a major product in the Libby line in so short a time."

People have faith in

# Reader's Digest

# JUDGES OF ANNUAL MEDIA AWARDS

## Classification 1: Public Statements



NEWMAN F. McEVY, senior vice president and director of media buying and relations at Cunningham & Walsh, is chairman of the 1961 Annual Media Awards sponsored by MEDIA/SCOPE. The presentation of the awards will be at luncheon in the Starlight Room of the Waldorf-Astoria Hotel on Thursday, April 6. Mr. McEvoy is assisted by an able Board of Judges, who will evaluate the three classifications of entries. The judges are as follows:



ROBERT B. IRONS this year marks his 25th anniversary with Standard Oil Co. (Indiana). His experience has been in the sales and advertising departments of the company. Last spring, he succeeded Wesley Nunn as advertising manager. Mr. Irons is a native of Rapid City (S. Dak.) and an alumnus of the University of Iowa. He is a director of the Chicago Federated Advertising Club, and was 1960 chairman of the Collegiate Advertising Conference of Mid-America. He is chairman of the panel.

## Classification 2: Media Research



DR. LYNDON O. BROWN, Chairman of the Panel of Judges to evaluate entries in Classification 2 of the Awards, is senior vice president of Dancer-Fitzgerald-Sample, Inc. Dr. Brown has been president of Knox College, professor of marketing at the University of Detroit, and has served as a research and media executive with Fone, Cone & Belding, Lord & Thomas, Stack-Goble Co., and Kramer-Crasselt. He is a member of the board of ARF, the author of books on marketing, and recipient of the Converse Award of the American Marketing Association in 1957.

## Classification 3: Media Techniques



RICHARD P. JONES, Chairman of the Panel of Judges to evaluate entries in Classification 3 of the Awards, is vice president and media director of J. Walter Thompson Company. His career began in 1941 with D'Arcy Advertising, as field service representative on the Coca-Cola account. After five years in the Navy during World War II, he returned to D'Arcy as a print and outdoor buyer. From 1949 to 1955, Mr. Jones was with Leo Burnett Company, where he rose to media group supervisor. He joined Thompson in 1955 as associate media director.

JOSEPH P. BRAUN is vice president and media director of Kenyon & Eckhardt, Inc. He joined K & E in 1933 as an office boy, and worked his way up through the ranks as media clerk, research reporter, statistician, and space buyer. He became media director in 1942; and was elected vice president and a director in 1947. He studied at Fordham University School of Business Administration; and has served on the Media Committee of the American Association of Advertising Agencies, and as a director and member of the executive committee of the National Outdoor Advertising Bureau.

# AD MEDIA AWARDS



RICHARD C. CHRISTIAN is president of Marsteller, Rickard, Gebhardt & Reed, Inc. He holds a B.S. in Business Administration from Miami University, and a master's degree in business administration from Northwestern University. Mr. Christian's business background has been in market analysis. He served as senior market analyst with National Cash Register Co. and Rockwell Manufacturing Co.



REGINALD L. DELLOW is vice president and director of media, Grant Advertising, Inc. He joined the agency in 1956 as media director. Mr. Dellow has held the post of director of media and research at the Allman Co., and research director at D. P. Brother & Co., both in Detroit. He is president of the Chicago Agency Media Group, past president of the Michigan chapter of the American Marketing Association, and a charter member of the Chicago chapter, Television Academy of Arts and Sciences.



ROBERT R. LINDSEY is director of research of Batten, Barton, Durstine & Osborn, Inc. He joined BBDO in 1956 as a specialist in opinion and attitude research. He was previously vice president of Market Research Corporation of America, and a project director for Alfred Politz Research. Mr. Lindsey has done much work in measuring advertising effectiveness, and he is secretary of BBDO's marketing plans board. He holds a master's degree in business administration from New York University.



LEE CURRLIN is vice president and manager of the media department of Benton & Bowles, Inc. He joined Benton & Bowles in 1953 as a media buyer. He was later appointed an assistant media director, and became associate media director in 1958. Mr. Currlin was elected a vice president of the agency early in 1960, and in October of last year, he was appointed manager of the media department. Before joining Benton & Bowles, Mr. Currlin was with the William H. Weintraub agency and Kenyon & Eckhardt.



JOHN H. CHILDS is general manager of advertising and sales promotion of Texaco, Inc. Previously, he was vice president of Cunningham & Walsh, and account supervisor on the Texaco account. Mr. Childs is a native of Pittsburgh. He was graduated from Carnegie Institute of Technology in 1947 with a B.S. degree in management engineering. In 1951, he received the degree of master of business administration from the Harvard Graduate School of Business Administration.

The ex



The pressure is on. Profits are being squeezed. Sales are harder to come by. It's a buyers' market. How do you hold or increase your share of business? You convince the Purchasing Agent of the *real values* in your product. Top management knows the PA is a key man in adding to net profit through use of modern and technical purchasing procedures. His management demands it of him. He *must* buy wisely. He *must* know your *full story* on your quality, delivery and added values. Right now he is using the hottest buying tool ever developed—**VALUE ANALYSIS.**

# Value analysis in PURCHASING Magazine's VALUE ANALYSIS ISSUE

What qualifies one issue of a magazine as a great advertising buy? One that's worth an extra advertising effort on your part to pry loose more sales in today's tightening buyers' market?

That issue must offer both the readers and advertisers provable extra values. If there is any question in your mind about the worth of PURCHASING Magazine's upcoming Value Analysis Issue, first take a look at what happened with last year's issue.

Before press date, 600 companies ordered from one to 300 extra copies at \$1 each. Purchasing agents spent a phenomenal average of 5 hr. 22 min. reading and referring to it. They kept it on file for an average of 10 months and 6 days, referring to it an average of 8½ times. Within six weeks after receiving it, 49% of the recipients had adopted or planned to investigate an average of 5½ items seen in the issue.\*

Next, look at what the May 8 Value Analysis issue will deliver this year. A complete behind-the-scenes report on General Electric Company's "Total Value" purchasing program. Case histories on 300 actual savings with Value Analysis in nine product categories. A gigantic editorial effort on today's most widely used technical approach to good buying practices.

A 30,000-plus circulation, not counting the hundreds of extra copies sure to be purchased. Extra readership because PA's are pre-sold on the value of this subject which PURCHASING Magazine has been reporting for 12 years. Extra life for your advertising because this issue is loaded with helpful information. Special position for your advertisements adjacent to related editorial matter. Extra sales activity proved by outstanding results from previous Value Analysis issues.

Don't miss it. No increase in advertising rates. Call, write or wire us your space requirements in PURCHASING Magazine's May 8 Value Analysis issue. Closing date: April 17.

\*Results of a survey among PA's six weeks after they received the 1960 Value Analysis issue. Copies on request.

# PURCHASING

MAGAZINE  
*Sells the man who buys*

 AConover-Mast publication • 205 E. 42nd St., New York 17, N.Y. 

## NEW CHECK LIST FOR MEDIA PLANS

**T**HE ACCOMPANYING check list is offered to media planners and buyers as the eleventh in a series that now covers the whole range of planning and buying. These lists are as follows:

1. *Check List for Advertising Budgeters*—The marketing plan approach to advertising appropriations.

2. *Check List for Media Planners*—Presented on the opposite pages.

3. *Nine Check Lists for Media Buyers*, including comprehensive lists of points that might be considered before buying business publications, consumer magazines, direct mail, newspapers, outdoor advertising, point-of-purchase, spot radio, spot television, and transportation advertising.

Thus, after the media planner decides upon his advertising appropriation by using Check List No. 1 noted above (and it is realized that sometimes the devising of the media plan and the setting of the budget are done concurrently and that the media planner is one of several persons involved in setting the appropriation), the media planner can then turn to the present Check List, No. 2, and receive help in planning his whole schedule. After outlining his schedule, at least to the point of definition where he knows which general media field he is going to employ, he can use the nine Media Buyers' Check Lists to help him select the units in each major field.

### A Comprehensive List

The present Check List for Media Plans is a rather comprehensive one, and hence may appear formidable. It should be mentioned, however, that it is not necessary in all cases to execute the list in detail. In case of an agency's first acquaintance with a new piece of business or a product in a field that is different from that in which the agency has been operating in the past, then it might be necessary to pay attention to all the details of the media planning outline. On a brand for which the agency's media personnel have been executing media plans, it would appear necessary only to check those areas in the list which seem pertinent to the problem.

This Check List for Media Plans is a pioneering effort for a publication, although all agencies use some type of

plan. The first draft of the instant plan was submitted to media directors in a number of the larger agencies where media plans might have been expected to be developed in some detail. The general reaction was enthusiastic, and some media directors stated that the plan submitted was amazingly similar to their own. Many media directors offered helpful suggestions, generally in respect to detail, and at least three of them wrote that **MEDIA/SCOPE** should mention that although the plan seems formidably long, it is not necessary to use it in detail on every occasion. One media director sent his own outline for media planning, which was equally detailed but different in approach, although logically so. Some day we may have permission to reproduce his plan.

### Acknowledgments

**MEDIA/SCOPE** is grateful to the following media directors who were helpful in the production of the present document, although this is not to say that they agree in all respects with the document as it is here presented:

Joseph P. Braun, vice president and media director, Kenyon & Eckhardt, Inc.; Dr. E. L. Deckinger, vice president-media director, Grey Advertising Agency, Inc.; Reginald Dellow, vice president-media director, Grant Advertising, Inc.; Edward A. Grey, senior vice president in charge of media, Ted Bates & Company; Harry M. Johnson, media director, Campbell-Mithun, Inc.; Richard P. Jones, vice president and director of media, J. Walter Thompson Company; Donald E. Leonard, vice president and director of media, Fuller & Smith & Ross, Inc.; Herbert D. Maneloveg, vice president and media director, Batten, Barton, Durstine & Osborn, Inc.; William E. Matthews, vice president and director of media relations and planning, Young & Rubicam, Inc.; Newman F. McEvoy, senior vice president, Cunningham & Walsh, Inc.; Lee M. Rich, vice president in charge of media and programming, Benton & Bowles, Inc.; Blair Vedder, vice president and director of media, Needham, Louis and Berlitz, Inc.; Thomas A. Wright, Jr., vice president-media, Leo Burnett Company, Inc.; Herbert Zeltner, vice president and media director, Lennen & Newell, Inc.

1. Advantages for subject product. (Document as necessary.)
2. Disadvantages. (Document.)

- B. Indication as to how chosen media contribute to attainment of objectives, and where each falls short. (Document.)
- C. How composite media mix meets brand objectives. (Document.)
- D. For major rejected media, the reasons for rejection. (Document.)

## VI. MEDIA SPECIFICS

### A. Business Publications.

(For comprehensive list of points that might be considered before buying business publications see "Media Buyers' Check List for Business Publications," Media/ scope October 1958 and December 1960.)

1. Editorial.
2. Circulation.
3. Total market potential.
4. Advertiser acceptance.
5. Space cost.
6. Services available to advertisers.

### B. Consumer Magazines.

(For comprehensive list of points that might be considered before buying consumer magazines see "Media Buyers' Check List for Consumer Magazines," Media/ scope, September 1958.)

1. Audience buying potential.
2. Advertiser acceptance.
3. Space cost.
4. Services available to advertisers.
5. Editorial.
6. Circulation and audience.
7. Audience composition—characteristics.

### C. Direct Mail.

(For comprehensive list of points that might be considered in developing a mailing list, see "Pointers on Mailing Lists," Media/ scope, February 1959 and March 1961.)

1. Sources of names.
2. Set-up of list.
3. Filing method.
4. Maintaining accuracy.

### WANT EXTRA COPIES?

Additional copies of the check lists in the Media/ scope series are available, at 30 cents each up to 50 copies; 51 to 90 copies at 20 cents each; bulk rates on request for more than 90. Please send cash or check with order to the Editor, MEDIA/ scope, 420 Lexington Ave., New York 17, N.Y.

sidered before buying transportation advertising, see "Check List for Transportation Advertising," Media/ scope, December 1958.)

1. The market.

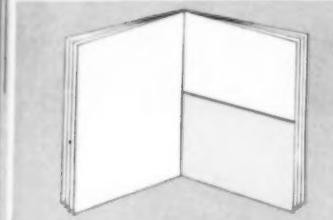
- a. Size, economic factors, special characteristics.

2. The medium.

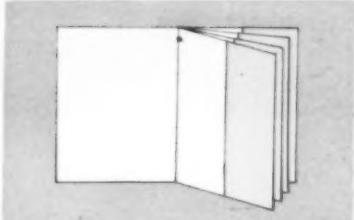
- a. Circulation and traffic, audience characteristics, the system, advertiser acceptance, operating procedures and policies, reproduction of car cards and posters.

### K. General Considerations in Respect to Media.

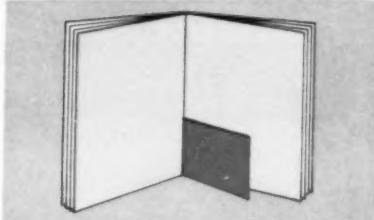
1. Investments by market in each medium should be considered.
2. Cost per thousand for estimated notors, or thousand exposures, or thousand households reached, or thousand measure appropriate to the medium should be considered.
3. An attempt should be made to convert medium's audience into units of consumption of advertised product and compute medium's cost per unit of product.
4. Consider relationship of proposed schedule to audience objectives.
5. In considering use of local media, estimate what coverage is also obtained from national media.
6. Competitive advertising should be considered as to budgets and media used, although this may be misleading unless information is complete.



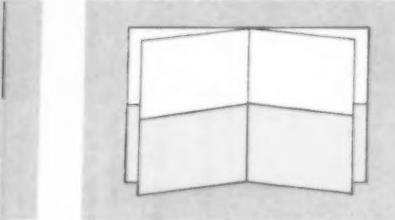
WEEK NO. 7—Horizontal Half Page (Four Color)



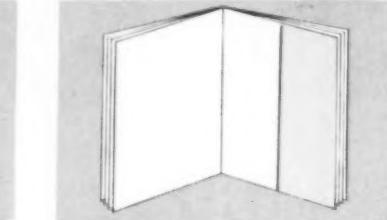
WEEK NO. 8—Four consecutive Vertical Halves (Four Color)



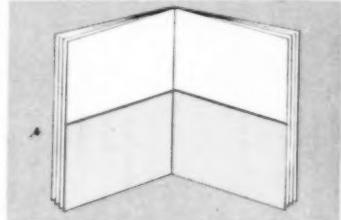
WEEK NO. 9—Post-Card Insert on Spread (Four Color)



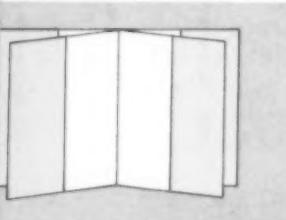
WEEK NO. 16—Two Horizontal Halves Plus Half Page Spread (Four Color)



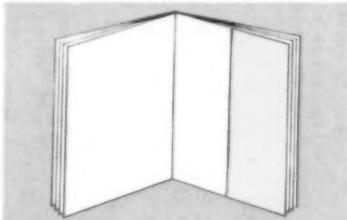
WEEK NO. 17—Vertical Half Page (Four Color)



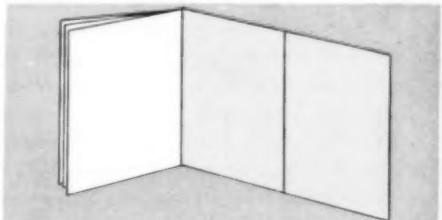
WEEK NO. 18—Horizontal Half-Page Spread (Four Color)



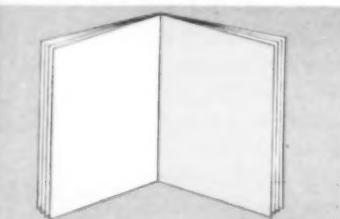
WEEK NO. 25—Set of Four Vertical Halves (Four



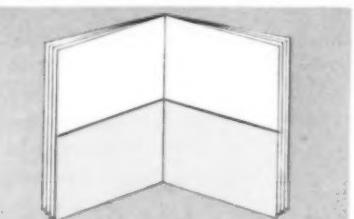
WEEK NO. 26—Vertical Half Page (Four Color)



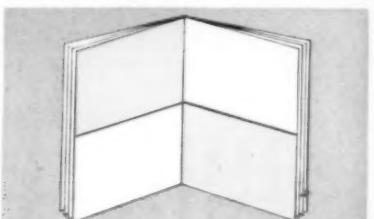
WEEK NO. 27—Back-Cover Gatefold (Four Color)



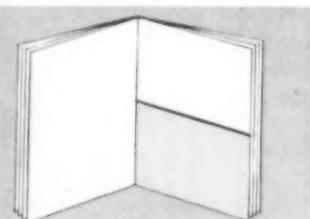
WEEK NO. 34—Full Page (Four Color)



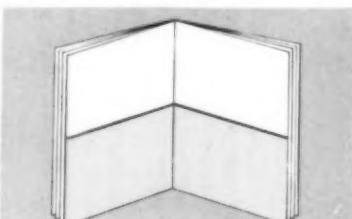
WEEK NO. 35—Horizontal Half-Page Spread (Four Color)



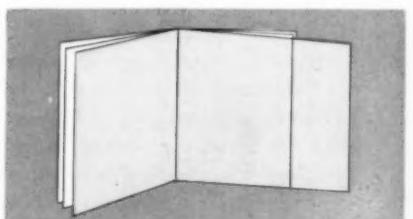
WEEK NO. 36—Two Horizontal Halves (Four Color)



WEEK NO. 43—Horizontal Half Page (Four Color)



WEEK NO. 44—Horizontal Half-Page Spread (Four Color)



WEEK NO. 45—Rt.-Hd. Half-Page Fold-Out on Spread (Four Color)

**THAT'S DOMINANCE!** And for the free 44-page booklet, "Spectacular Space Units in The Saturday Evening Post," call your Post salesman. Or write Peter E. Schruth, Advertising Director, The Saturday Evening Post, Independence Square, Philadelphia 5, Pa.

A CURTIS MAGAZINE  
THE SATURDAY EVENING  
**POST**  
THE INFLUENTIALS' MAGAZINE

# HOW MUCH DOMINANCE DOES \$2,500,000 BUY?

■ Today it's seemingly impossible to buy dominance in newspapers or TV with \$2,500,000. But have you thought of the impact you could get with \$2,500,000 in The Saturday Evening Post? How completely you could dominate this rich, responsive Influential market?

With \$2,500,000, you could be in the Post every week for 51 weeks. And no rule says you have to stick with single pages or spreads. Buy a front-cover gatefold the first week. Two horizontal halves the second. A full page the third. And so on all year through. Every week a full-color ad. Every week something new, fresh, exciting. A dramatic change of pace.

And when you dominate in the Post, you wield enormous influence among America's reading families. And the readers are the leaders. They are the Influentials who mold opinions, start trends, lead the way that others follow. They form a great concentration of buying power—with the highest median income of all magazine readers in the Post's field.

Your ad page in the Post has 30,861,000 selling opportunities to Influentials each issue. (A total of 123 million selling opportunities every four weeks.)

As a result, Post advertisers can ring up outstanding successes. Ask Sylvania. (One ad . . . one time in the Post . . . one million dollars in sales.) Ask Scott. (Biggest sales drive in ScotTowel history.) Ask Aluminium Limited. (Special post-card insert pulls requests for over a quarter-million booklets.)

Want to change from the conventional? Do it in the magazine that's ahead of changing times . . . changing markets. To see for yourself exactly how much dominance you can buy in the Post with \$2,500,000, lift out the fold on the opposite page. Get ready for an eye opener!

# REPORT to paper and pulp industry ADVERTISERS

Ever wish you could pinpoint the market for your product, industry by industry? Well, maybe we can help you start, far as the paper and pulp market is concerned. We have been accumulating this information, by product group. If we haven't already done a Market Research Report on your kind of product, there's always the chance that we can start one.

## MARKET RESEARCH PANEL

Some years ago we set up a Market Research Panel, consisting of 150 management men in pulp and paper mills. They were scientifically selected to represent a cross section of both job functions and type and size of mill. Members of this panel agreed to cooperate with us and to supply written answers to detailed questionnaires as to their use of, and preference for, certain types of products. This direct, first-hand information is compiled into Market Research Reports. Since the panel represents an adequate cross section of the industry, the data is projectable and the Reports present reliable market data for the paper and pulp industry in the United States. Questionnaires and answers are processed by John T. Fosdick Associates.

## REPORTS AVAILABLE

Right now we have twelve such Reports on hand, though some of the earlier ones will have to be redone to bring them up to date. Products covered: conveyors, power transmission, pumps, pipe and fittings, instruments, rolls, over-the-road trucks, motors, valves, air compressors, industrial trucks, chemicals. We're just starting another, on air conditioning. Marketing people in companies that sell to the paper and pulp market tell us that these Market Research Reports are helpful not only in assessing the size of this market but also in noting trends.

Getting back to where we started, if you are interested in seeing copies of any of the Reports mentioned, let us know. Or if you would like us to query the panel on another product group, send us your suggestions. If there appears to be enough interest in the category you want, we'll undertake the research.

PAPER TRADE JOURNAL  
49 West 45th Street, New York 36, N. Y.

# Media/quotes

## DISCIPLINED ADVERTISING

It is time to remember that it is advertising's job not merely to make sales but to make sales *at a profit*, not only for the opportunistic moment, but day-in and day-out, with a reasonable degree of consistency and a prudent concern for the future market position of the company.

Accordingly, the new market-oriented management will insist that advertising give a far more disciplined account of itself.

There is no medium where elements of muddle or blur or foggy interpretation are stripped away as forthrightly as in newspapers.

There is no medium where the sales performance rating is expressed as bluntly in terms of naked truth as in the tangible reality of newspaper results.

We are about as subtle as a thunderclap, and about as private as a trumpet lesson, but Macy's knows by 3 o'clock what its ads in last night's newspapers did for the children's underwear department, and Marshall Field can tell you within 24 hours how many men's cashmere coats the newspapers sold for them.—H. JAMES GEDIMAN, exec. V. P., Hearst Advertising Service, before NAEA, Chicago.

## SHOPPERS AS REPORTERS

If shoppers are good reporters, why do they report that they have seen products advertised on TV that have never been advertised on TV? Why do they claim having seen products advertised that never have been advertised? Why do they buy advertised products, but are not aware that they have seen the printed ads or the filmed commercials?

The answer is simple. People are not good reporters, and the best ads are motivating ads, not ads that are consciously recalled. An ad does not have to be remembered to be motivating.

As for the interviewer making evaluations, any research organization relying on interviewers to make evaluations is sticking its organizational neck out a mile. And no wonder so many management men have no confidence in research. They as-

sume that scientifically controlled research permits interviewers to make evaluations.—LOUIS CHESKIN, dir. Color Research Institute, before National Psychological Assn., Chicago.

## ATMOSPHERE FOR A PROGRAM

Because the very nature of radio demands that it provide a smooth integration of many elements—each of interest to some segment of the audience—there will be more consideration to the atmosphere in which a commercial is presented. There are many stations today which have met this challenge by providing careful adjacencies for discriminating advertisers. There is a growing tendency for agencies to request spots next to newscasts, weather forecasts, or some special program feature. There also is growing pressure for stations to enhance an advertising campaign with promotional announcements or contests.

Such pressure increases the work load of the station, but most stations do a remarkably good job of providing these extra services. However, if the demand becomes much greater, stations will be turning more and more to syndicated services which provide features to serve the same purpose. These features will be brief (usually less than one minute) and they will present interesting information on a subject that is a logical introduction to a commercial. This will serve to attract the audience most likely to buy the product, pre-condition that audience for the commercial, and put the listeners in a receptive frame of mind. Because they will be brief, they won't drive away that percentage of the audience which might not have an interest in that particular subject.—GEORGE SKINNER, director of radio programming services, The Katz Agency, before RTES, New York.

## AN ADVERTISING RECOMMENDATION

How does a Maxwell House product manager go about preparing an advertising recommendation?

Good "business judgment" plays a large role in the determination of the

(Continued on page 38)

# IN MANUFACTURING, THE VITAL BUYING INFLUENCE IS **THE ENGINEERING FUNCTION**

AMONG METALWORKING MAGAZINES there's much talk today of "the buying team"—made up of members of corporate management, engineering, plant-production and purchasing. But wherever such a "team" does exist, it's a provable fact that the vital buying influence, in the vast majority of manufacturing product purchases, is the engineering function. All that's necessary to bear this out is to examine the responsibilities of this function. It's engineering that must:

- plan the processes of manufacturing, specify the machines and tools and integrate the facilities for efficient production • estimate expenditures, recommend replacement of equipment • and continually strive to improve output until unit cost is at a minimum and quality at its highest.

Thus, it's clear that the man who performs these functions is the vital buying influence in manufacturing!

Here, then, is your prime prospect . . .  
the tool and manufacturing engineer!

THE VITAL BUYING INFLUENCE you must reach is the tool and manufacturing engineer. This term is not a title; it's descriptive of the engineering function. The tool-and manufacturing engineer is a member of a skilled profession, specializing in the efficient manufacturing of goods of all kinds. He and his colleagues are men of many titles. He may be a company president, works manager, chief tool engineer or process engineer. Or he may bear one of scores of other titles.

His work involves the use of all types of machine tools, presses, automation equipment, jigs and fixtures and other manufacturing devices. He's constantly faced with the necessity of making important decisions. He must decide to buy, scrap, substitute, revise, modify or recommend the tools of manufacturing. His decisions must be based on solid information, on facts.

He and 40,000 others of his profession find such solid facts in their own magazine—**THE TOOL AND MANUFACTURING ENGINEER!**

Definitely the one best way to reach him . . .  
**THE TOOL AND MANUFACTURING ENGINEER!**

THE TOOL AND MANUFACTURING ENGINEER magazine is written solely for the engineer who creates new methods, specifies equipment and coordinates manufacturing processes.

Continuing surveys of readership by the editors and the services of the Eastman Research Organization, noted editorial analysts, assure that the magazine adheres to its prime editorial objective: **To keep the tool and manufacturing engineer abreast of manufacturing advances and trends—and thus not only help him solve day-to-day problems, but assist in his long-range planning.**

Because of its usefulness to the reader, the magazine enjoys an exceptionally high renewal rate for a paid circulation publication. **The average annual renewal rate for the nine-year period ended June, 1960, was 88.11%!**

This high readership assures your advertising far more than usual consideration. Like the magazine's editorial content, your product story is read by 40,000 engineers who are constantly seeking ways to cut costs and increase manufacturing efficiency—the men who comprise industry's vital buying influence!

*the tool and  
manufacturing  
engineer*



Published by American Society of Tool and Manufacturing Engineers • 10700 Puritan Ave. • Detroit 38, Mich.

"Man, you sure can penetrate deep in the farm market today!"

"Yep... it's easier and farm advertising has hit a new pay-off."



## in HOME STATE Farm Papers

### You Earn Flexible 4, 5, 6, 7, 8-Paper Rates

Now—full freedom of choice is yours in Home State farm paper advertising. Here is a group of 8 leading state farm papers with identical page sizes. And look at your new opportunities . . . .

**Combination rate savings**—earned on 4 up to 8 papers (as much as \$1,382.40 on a black and white page) . . . any size ad,  $\frac{1}{4}$  page or larger, inserted in several papers during any 90-day period.

**Different copy for each state** — no premium.

**Free Bleed**—in roto papers.

**ROP Full Color**—you can run glamour and prestige copy at surprisingly low cost. Spot color—no plates.

**Color Matching**—exactly to your guide sample — only \$200 per publication. Choice of second standard color —

red, yellow or blue @ \$100.

**One order. One bill** — does the job for all 8 publications or for any combination.

**Straight-Lone Advertising Services**, if desired to localize, focus and sharpen your selling.

You'll advertise with far greater results in these 8 MARKET LANDS OF PLENTY — \$8,000,000,000 total farm income — 1,000,000 circulation. Yes, there's a whole new look in farm advertising—send for brochure that shows your *earned combination discounts*.

## Home State Farm Paper Unit

1010 ROCKWELL AVENUE  
CLEVELAND 14, OHIO



TOP-THIRD FARM STATES...TOP-OF-THE-SOUTH STATES

(Continued from page 36)

budget. But we are trying hard to build up the scientific side of the process through integrated research.

We state the business objectives and marketing strategy to realize the objectives. Then in the context of the brand's profit-and-loss statement, we prepare a written marketing program.

Each marketing plan includes a program for controlled market tests on several of the elements of the marketing mix. This is to increase our marketing knowledge of the brand.

In addition to testing such things as packaging, promotions, copy, media, etc., we have tests of:

a. Advertising concentrations or deliberate "over-expenditures" to measure results on the business.

b. Advertising hiatus to measure the effect of sales momentum alone on volume, brand usage, awareness, etc.

c. Various ratios of advertising to sales promotion expenditures to measure optimum "mixes."

— M. C. BAKER, advtg. and mdg. mgr., Maxwell House Div., General Foods Corp., at ANA Workshop, New York.

### MEDIA REPRESENTATIVES

Because media representatives are close to the field covered by the publication they represent, I find that they can be extremely helpful in keeping us alert and aware of what is going on in that field—new developments—what competitors are doing—what is new in distribution. To me this function of a representative is more important than his recitation of facts about the medium he is selling. As a rule, basic information on publications can be had with little effort from Standard Rate & Data Service or other source books. The intimate knowledge of the field we can only get from someone who knows it—and who is in a better position to know it than the media representative.—LEON MORGAN, pres., Buchen Advertising, before Chicago Agency Media Group.

\$28,297,000.00 FOOD MKT.

**LEVITTOWN, PA.**

PA.'S 10TH LARGEST FOOD MARKET

THE LEVITTOWN TIMES

AND

BRISTOL DAILY COURIER

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U.S.A.**



#### facts about SEVENTEEN

**editorial interest**... Service magazine: Fiction, Fashion, Amusements, Beauty, Food, Home Furnishings, Cultural, General Topics.

**cover price**... 50¢—Issued monthly.

**circulation**... 1,155,550 ABC Dec., 1960. 58% newsstand. Highest potential market saturation, any magazine.

**total teen audience**... 5,100,000. Every other teen girl average issue; 75% of all teen girls within 3 issues.\*

**reader ages** (13-19): 82%—15-19; 67%—16-19. Median age 17.\*

**occupation**... 83% in high school, college. 43% work full or part time (the national average for all women).

**personal income**... \$10.03 per week—average of all 5.1 million readers. Totals \$2.7 billion yearly.

**family income**... \$6,830. Seventeen ranks first among all women's magazines.†

**all-age female audience**... Largest, teens thru adult women, per 100 copies.†

**advertising readership**... Highest, by women, all magazines.†

**advertising lineage**... First among all women's monthly magazines, for 8th consecutive year (Printers' Ink).†

**rates**... B & W Page \$4010; 4-color \$6030. Cost/M, B & W \$3.47; 4-color \$5.22.

**printing**... Rotogravure. No plates required.

**special teacher supplement**... Seventeen's unique sister publication, SEVENTEEN-AT-SCHOOL, carries your advertising into high school home economics classrooms.

SOURCES: \*Gilbert Readership Survey, 1959; †Starch Reports, 1960

**seventeen**   
**magazine**

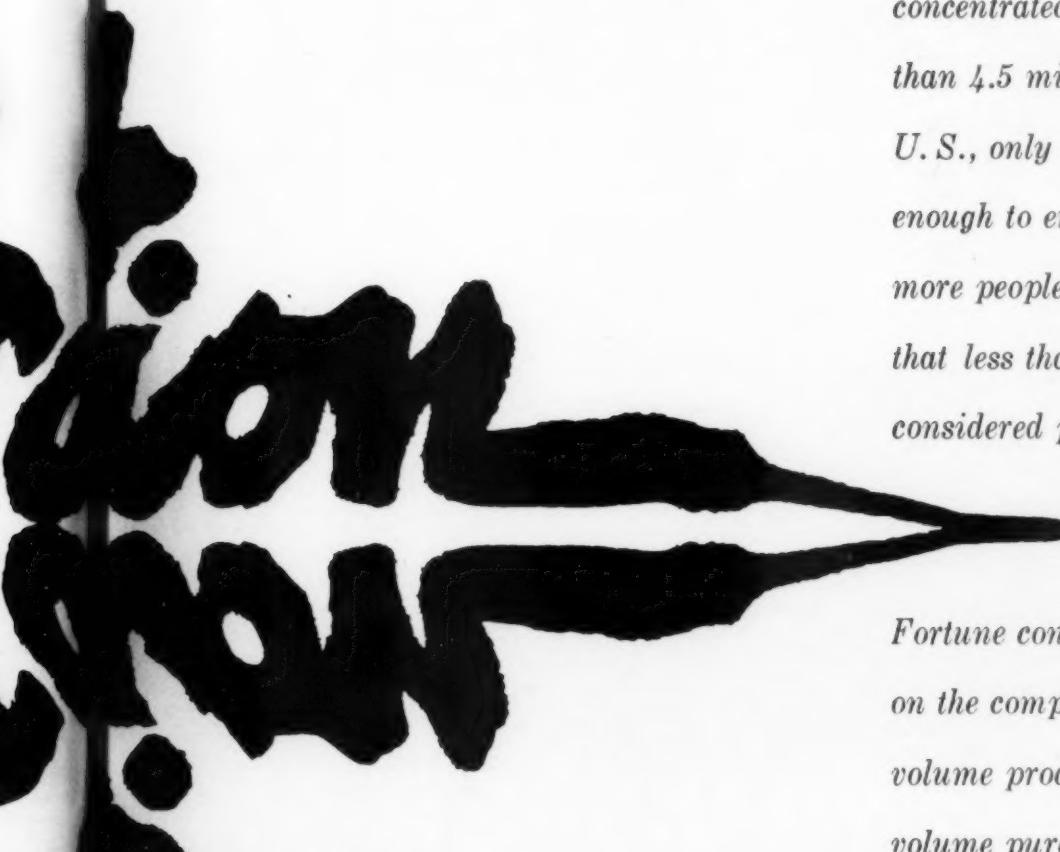
**it's easier to START a habit than to STOP one!**

SEVENTEEN MAGAZINE, 220 Park Avenue, New York 22, N.Y. PLaza 9-8100

Media/scope, Medi

Collage

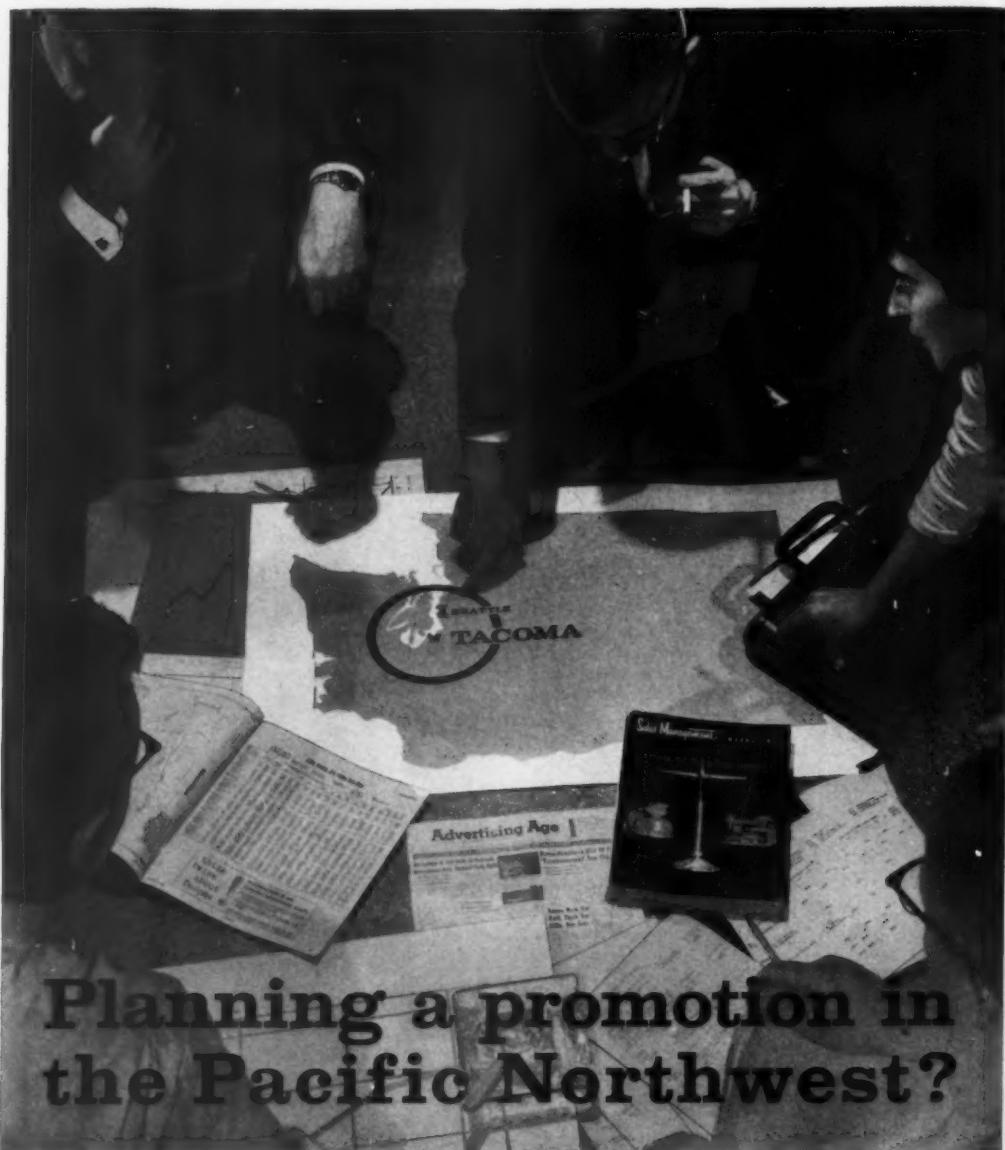
Collage



*Concentrate your selling efforts where the buying is concentrated. Of the more than 4.5 million firms in the U. S., only 36,550 are big enough to employ 100 or more people. That means that less than 1% can be considered prime prospects.*

*Fortune concentrates too—on the companies whose volume production demands volume purchasing. It is one of the reasons why advertising in*

**FORTUNE**  
*gets results.*



## Planning a promotion in the Pacific Northwest?

### THINK TWICE ABOUT TACOMA

First: always think of Tacoma as a vital segment of the dominant Puget Sound Circle—biggest market in the Pacific Northwest.

When your sales forces work this Puget Sound market, nine times out of ten they cover retail outlets in both Seattle and Tacoma *at the same time*.

When distribution and merchandising is set in *both* metro areas, the advertising breaks

Unless it breaks *in Tacoma at the same time*, a good quarter of your sales-merchandising effort is wasted.

That's because of the second thought you have to keep about Tacoma.

It's a market that can *not* be covered by *any outside newspaper* or any combination. Only the dominant Tacoma News Tribune—now delivering more than 85,000 daily—can do the job.



Ask the man from SAWYER-FERGUSON-WALKER and get the facts

## Media/forum

### QUESTION:

Please describe the most helpful presentation you ever received about spot radio.

BEN LEICHTON, time-buyer, Campbell-Mithun, Inc., Minneapolis—Whatever reveals a station's selling power is of prime concern in reaching an advertising objective. We have been quite proud of radio's ability to actually "close a sale," exhibited by successful Northwest Orient Airlines radio tour

promotions. But Art Tolchin of WMGM, New York, recently pointed out that saturating heavily with 200 weekly promotion spots, compared with a few well-planned, personality-backed promotion spots, quickly reveals the difference in selling power between stations. After all, few advertisers will buy 200 spots on one station, if 20 will do the job on another. Tour promotions point the way to good travel markets and how to reach travelers most effectively.

STEVEN J. WADYKA, assistant to the vice president, advertising, Pharma-co, Inc., Kenilworth, N. J.—No matter what medium you are considering, you must know its character and quality. Therefore, radio must be re-evaluated as a new medium with a new sound. An entirely different local

approach is offered to the national advertiser through radio's specialized approach to a specialized audience. WNEW pioneered this formula for using top personalities in a music and news format. Over the years the character and quality of WNEW have become successfully defined. The success of this new local approach to specialized audiences has caused the national advertiser to re-evaluate the further effectiveness of spot radio.



JACK HILL, media research supervisor, Ogilvy, Benson & Mather, Inc., N. Y.—That presentation is helpful which adds to our fund of reliable knowledge about a medium—by better defining its attributes, by providing improved measures of its dimensions, or by suggesting new applications of existing knowledge. To be truly helpful it should point the way to fruitful application of knowledge by excluding the irrelevant, by placing facts in proper perspective, and by seeking out valid solutions to advertising problems. In short, it shapes knowledge to need. Recently we reviewed a study of radio audience accumulation prepared for Peters, Griffin, Woodward by Nielsen. The research is simple and homely. Yet it is valuable documentation.

IRVING H. GLICK, partner, Atlantic-Bernstein Associates, N. Y.—Here's how we've been getting good response from local radio for our client, State-Wide Insurance: We base our advertising on believability. We use personalities, such as Ted Brown and the Redhead, Herb Oscar Anderson, and Barry Gray

who have their own loyal audiences. These audiences have faith in what these personalities have to say. Before we allow them to broadcast the first commercial in their own inimitable style, we take them on a tour of State-Wide's offices, have them meet and talk to the company's executives. Thus, when they tell this State-Wide Insurance story to their listeners, they do it unhesitatingly, with complete and sincere conviction.



### USEFUL FACTS ABOUT

## PLAYBOY

the magazine with proven impact in the top-quality young male market

#### EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

#### CIRCULATION—1,090,908

Editorial vitality is reflected by the largest newsstand sale of any 50¢-or-over magazine, 6 mos. avr. 874,814. In addition, Playboy has 216,094 subscribers. Total monthly circ. 1,090,908 ABC. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

#### CIRCULATION QUALITY

Playboy is one of the family of over 50 magazines that is included in THE STARCH CONSUMERS MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

#### AGE

29.6 is the median age of Playboy's male readers. 64.6% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

#### INCOME

The median income of the Playboy household is a high \$8,150.

#### MARITAL STATUS

29.5% of the heads of Playboy households have been married within the past five years, by far the highest percentage of newlyweds reported for any magazine.

#### URBANITY

52.6% of Playboy's circulation is in cities with more than 50,000 population, second only to *The New Yorker* among all national magazines. (ABC 6/30/60.)

#### APPAREL

31.8% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

#### PHOTOGRAPHY

83.4% of all Playboy households own a still camera, 23.4% own a movie camera, 19.2% own a movie projector, and 22.2% own a slide projector.

#### TRAVEL

24.8% of Playboy households spent over \$200 on business travel during past 12 months. 33.0% spent over \$200 on vacation travel.

#### AUTOMOBILES

47.8% of every 100 Playboy households bought an automobile during the past 12 months. 5.0% of Playboy households own three or more automobiles. These figures are highest reported by Starch for any men's magazine.

#### TOBACCO

71.5% of all Playboy male readers smoke cigarettes. There are 93 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

#### Liquor

84.2% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. 76.9% of all Playboy households drink or serve beer, 55.7%—wine, and 76.2%—whiskey . . . all three highest of any men's magazine.

#### INSURANCE

24.1% of Playboy households purchased (more) life insurance during the past 12 months, a characteristic of responsible stability.

#### APPLIANCES

91.2 small electrical appliances were acquired new by every 100 Playboy households during the past 12 months. 57 of every 100 of these units were acquired for the first time . . . both figures rated highest of all Starch surveyed magazines. More proof that the Playboy reader is at his peak period of purchasing.

#### RADIO-TV-PHONOGRAPHS

23.9% of Playboy households acquired a new radio and 14.1% acquired a new phonograph within the past 12 months—highest of any men's magazine. 18.6% acquired a new TV set, highest of any magazine in the Starch report.

#### RESPONSIVENESS

One month after Broadcast's first ad ran in Playboy, they reported: "We have sold over 520 shirts by mail and the orders are still coming in . . . I am very happy both with the direct return on this ad and the fact that Playboy has brought us new additions to our customer list." The Heath Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/6 page ads in Playboy have produced 10,200 inquiries—85% more return than their second ranking magazine produced in nine months.

The Diners' Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

#### PLAYBOY

720 Fifth Avenue/New York/C 5-3820  
232 E. Ohio/Chicago/MI 2-1000



# A NEW KIND OF JOURNALISM

There's been a revolution in the home service field . . . and American Home triggered it. Going far beyond the "how-to-do-it" limitations traditionally associated with home service magazines, American Home has created a new kind of dynamic journalism, concerned with the most basic problems of home ownership. Its impact is felt well beyond the sphere of 12,000,000 men and women readers. A current article on exorbitant closing costs, for example, has been quoted in detail by nearly 1,000 newspapers from coast to coast.

American Home consistently crusades on the home owner's behalf. It attacks the notorious home improvement and repair rackets that bilk the public of 500 million dollars every year. It denounces ridiculously outmoded building codes that increase building costs, prevent the use of new construction materials and stunt the advance of architectural design. It concerns itself with the activities of regulatory bodies and lending institutions on matters affecting the home owner or prospective buyer.

This is only one aspect of the new vitality American Home has brought to home service magazines. Newsstand and advertising gains attest to its success.

**AMERICAN  
HOME**

A CURTIS MAGAZINE  
READ BY 12,000,000  
MEN AND WOMEN

## Men of the Month in Media

### New Frontiersmen For Advertising

The years of Republican rule have not been so kind to the advertising and media businesses as they might have been. From antitrust consent decrees



Landis: Dean of regulators sets legal tone in Washington.

to payola scandals, the scars of the regulatory and investigatory wars are still fresh.

Therefore, it is of some interest to advertising men to take the measure of the men who will wield great influence over advertising and media under the Democrats.

**James M. Landis**, the Special Assistant to the President in charge of overhauling and coordinating the Federal regulatory agencies, is something of a gray eminence in government regulation. Dean Landis (the title derives from his tenure as dean of Harvard Law School from 1937 to 1946) was one of the pioneer members of the New Deal. He was the author of the legislation that established the Securities and Exchange Commission, and he served as a member of SEC from 1934 to 1937 (he held the chairmanship from 1935 on). For a year prior to SEC, Dean Landis served as an FTC commissioner. He rounded out his regulatory agency experience with a year on the Civil Aeronautics Board just after World War II.

Dean Landis' other services as a

consultant and official in Federal and state government are almost too numerous to list; they include such jobs as member of the New York Public Service Commission, and U. S. Civil Defense director.

He was born in 1899, and was educated at Princeton and Harvard Law School. Upon graduation in 1924, he was chosen law clerk to Supreme Court Justice Louis Brandeis. This appointment introduced Mr. Landis to the group of liberal lawyers and economists identified with Brandeis, that formed the nucleus of New Deal manpower some eight years later. In 1926, he returned to Harvard as a member of the Law faculty. He left the post of Professor of Legislation to enter public life.

Dean Landis maintains a flourishing private practice in New York. Among his diverse clients have been Joseph P. Kennedy, the President's father, and the group of former Crowell-Collier editorial employes who brought a successful suit against the firm for severance pay arising from the suspension of the Crowell-Collier magazines in 1956.

Mr. Landis is an advocate of strong regulation. His much-admired report to the President-elect on the regulatory agencies last December stressed efficient organization and the recruitment of qualified officials to head the commissions, coupled with greater power for the chairmen.

... they said we ought to have A CLEVER HEADLINE

*What for?*

The facts are what counts. And

**MANUFACTURED HOMES** is the only audited vertical publication serving the prefab industry every month of every year. If you want to reach **EVERYONE** who buys **EVERYTHING** going into prefab homes (we mean all prefab principals, and all their builder-dealers), advertise in **MANUFACTURED HOMES**. A bonus too . . . we now reach medium to large builders who account for about 68% of all homes being built.

Headlines?

**MANUFACTURED HOMES**

910 17th Street, N. W.  
Washington 6, D. C.



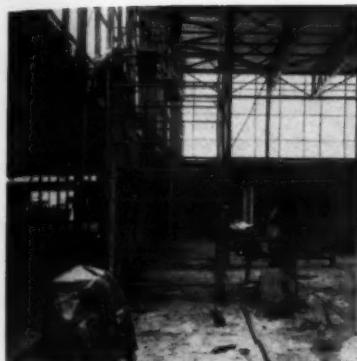
Minow: Strong interest in educational TV, pay-TV and UHF.

Among the men chosen in conformance with Dean Landis' recommendations is 35-year old **Newton N. Minow**, the chairman of the Federal Communications Commission. A man of tremendous energy and charm, Mr.

(Continued on page 48)

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# *school construction means RISING SALES in Saginaw, Michigan*



\$1.8 million Freeland High School



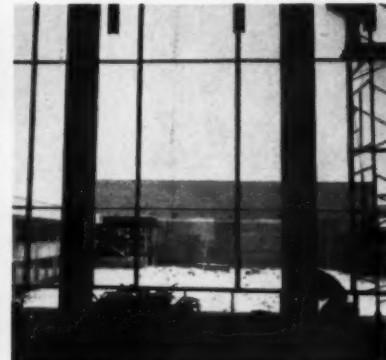
\$2.9 million Saginaw Township High School



\$2.2 million Bridgeport Township High School



\$2 million Carrollton Township High School



\$8 million Delta Community College

You can tell a growing market by the new schools springing up. And right now, in metropolitan Saginaw, four new high schools and a new college—totaling \$16.9 million—are being built!

That's a good measure of how business is in Saginaw—and how it's going to be.

Millions in new construction, thousands in population growth, high employment and increasing payrolls make Saginaw a prime area for sales.

Saginaw is a separate metropolitan area, covered by The Saginaw News and by no other media inside or outside the area.

*Local in Interest—Strong in Sales*

**THE SAGINAW NEWS**

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, Murray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, Superior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper



(Continued from page 46)

Minow has been a partner in Adlai Stevenson's law firm since 1955. His only prior contact with broadcasting problems came in the 1952 and 1956 presidential campaigns when, as a member of Gov. Stevenson's staff, he dealt with the networks on equal-time problems. He has also been attorney for several television personalities and an educational television enterprise.

Mr. Minow is a native of Milwaukee, and a graduate of Northwestern

University and Law School. After practicing briefly in Chicago, he went to Washington as clerk to the late Fred Vinson, Chief Justice of the Supreme Court. From there he joined Mr. Stevenson as administrative assistant during the latter's term as Governor of Illinois.

Mr. Minow has not yet committed himself on the many issues confronting FCC, but his statements indicate a strong interest in educational TV, and the final solution of the pay-TV and UHF controversies. All these will

have substantial influence in increasing or decreasing the amount of advertising time available on television.



Dixon: From Senate trust-busting committee.

## YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

### KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA\*

Gunsmoke ..... 69,700 homes  
Father Knows Best . . . 77,700 homes  
6:00 p.m. News . . . 76,000 homes  
10:00 p.m. News . . . 64,000 homes

\*February Lincoln NISI

### The Feltzer Stations

WQED-TV — GRAND RAPIDS-KALAMAZOO  
WQED RADIO — KALAMAZOO-BATTLE CREEK  
WEW-TV — GRAND RAPIDS  
WEW-FM — GRAND RAPIDS-KALAMAZOO  
WNTV-TV — CARMEL-TRAVIERE CITY  
WQED-TV — LINCOLN, NEBRASKA



# KOLN-TV

CHANNEL 18 • 315,000 WATTS • 1000-FT. TOWER  
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET  
Avery-Knodel, Inc., Exclusive National Representatives

48

Mr. Minow's opposite number at the Federal Trade Commission, **Paul Rand Dixon**, the newly appointed chairman, is the new official viewed with most trepidation by advertisers. The reason: he comes fresh from three years as counsel and staff director of Sen. Kefauver's Senate Antitrust and Monopoly subcommittee, which has been conducting intensive investigations of administered pricing (i.e., price-fixing) in the drug, steel, automotive, baking, and petroleum industries.

Mr. Dixon is a career man at the FTC. A native of Tennessee, the 47-year old lawyer joined FTC as a trial lawyer in 1938. With time out for service in Europe during the war, he held that job until his fellow-Tennessean, Estes Kefauver, tapped him for the anti-monopoly subcommittee job in 1957.

Mr. Dixon intends to concentrate his first efforts on those industries in which administered pricing is likely to have the greatest inflationary effect on the economy as a whole. These probably will include several industries on which Mr. Dixon has worked in the Senate.

The policies of the former chairman, Earl Kintner, have been looked upon with favor by advertisers. Mr. Kintner operated through public relations, persuasion, consent decrees, and industry wide agreements. It is feared that Mr. Dixon will return to litigation as the prime tool in enforcing pricing, co-operative allowance, and antitrust statutes.

# for preferred WEEKEND reading 303,666 families in the total BUFFALO market buy the SUNDAY COURIER-EXPRESS

**GREATEST CIRCULATION** in the total Buffalo Market. (Largest in New York State outside New York City.)

**GREATEST READER INTEREST** with *cash* as the evidence.

At 20¢ per copy 303,666 families pay \$60,700.00 each Sunday or over twice as much as is spent for the 10¢ Saturday Evening News ("weekend edition").

The Sunday Courier-Express is a *bigger* newspaper too, with more than twice as many pages on a typical weekend.

#### **GREATEST ADVERTISING ACCEPTANCE**

Five times as much advertising runs in the Courier-Express on a typical weekend.

#### MONTH OF NOVEMBER, 1960

SUNDAY COURIER-EXPRESS	880 PAGES
SATURDAY EVENING NEWS	410 PAGES

#### **GREATEST READERSHIP OF DISPLAY ADVERTISING**

Carl J. Nelson Research, Inc. studied both the Saturday edition of the News and the Sunday Courier-Express. Results show the percent reading display advertising in the Buffalo City Zone to be the highest for the Sunday Courier-Express.

#### MONTH OF NOVEMBER, 1960

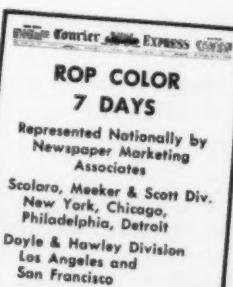
SUNDAY COURIER-EXPRESS	1,025,283 LINES
SATURDAY EVENING NEWS	206,047 LINES

**FOR SATURATION** in the total Buffalo Market, use the Sunday Courier-Express.

**FOR CONCENTRATION** among families with more dollars to spend, use the Morning (Daily) Courier-Express.

# BUFFALO COURIER-EXPRESS

Western New York's Greatest Newspaper



# TODAY IN CANADA...



**173,972 people\***

**will**

**read**

## **THE WINNIPEG TRIBUNE**

*will they get your sales message?*

In wealthy Manitoba, The Winnipeg Tribune does a *complete* selling job!

In Metropolitan Winnipeg alone, the 460,000 population brings home an annual personal disposable income of over \$679,500,000—more than the combined total of Victoria, Windsor and Oshawa. Metropolitan Winnipeg's total retail purchases are over \$507,700,000!

To penetrate hardest where your advertising dollar works hardest—to do a really effective selling job

in Manitoba . . . always use The Winnipeg Tribune. It's the medium you need to reach and sell prosperous Manitoba!

Circulation 75,640 A.B.C. June 30, 1960

\*15 years of age and over

*You get action when you advertise in*

### **THE WINNIPEG TRIBUNE**

*A Southam Newspaper*



*The Southam Newspapers are:*

THE OTTAWA CITIZEN  
THE HAMILTON SPECTATOR

THE WINNIPEG TRIBUNE  
THE CALGARY HERALD

THE NORTH BAY NUGGET  
THE EDMONTON JOURNAL

THE MEDICINE HAT NEWS  
THE VANCOUVER PROVINCE  
(Published for Pacific Press Ltd.)

REPRESENTED IN THE UNITED STATES BY: GRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

## WHODUNIT

**WHO** made the original decision to spend X number of dollars on advertising?

**WHO** decided how to divide the money between print, broadcast and other media?

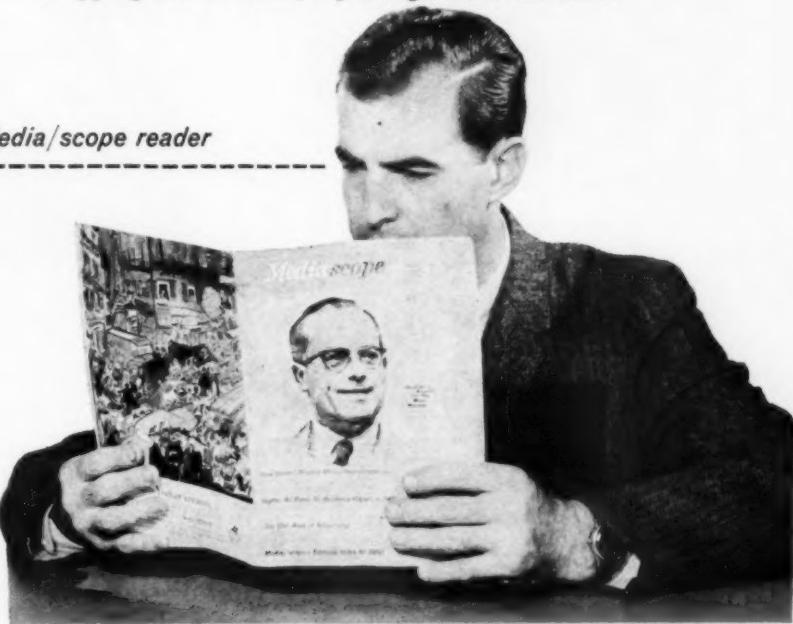
**WHO** picked the individual station, newspaper, magazine, et al?

**WHO** made up the media schedule?

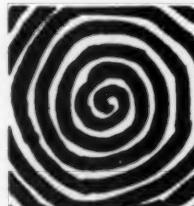
**WHO** made the insertions?

**WHO** is still making last minute changes to the schedule—dropping one medium, replacing it with another?

**This man . . .** *a Media/scope reader*



For the record: First Quarter, 1961, reveals that 119 advertisers used 202 advertising pages in **MEDIA/SCOPE** to reach this man (and 15,000 other men and women who—like him—either buy or influence the purchase of advertising.)



**Media/scope** ® **BPA**

published by Standard Rate & Data Service, Inc.

WALTER E. BOTTHOP, Publisher

5201 Old Orchard Rd., Skokie, Ill.

420 Lexington Ave., New York 17, N. Y.

Don Harway & Co., 1709 West Eighth St., Los Angeles 17, Calif.



*Meet the Prosper Bostonian*



*This is his Steward*



*This is his Governess.*



*He reads either the Morning Herald  
or the Boston Traveler*

- The Prosper Bostonian has rocketed Boston to first in total food sales per household among the Top 10 Markets
- Over 350,000 Prosper Bostonian families read either the Herald or the Traveler.

Both papers dominate the exploding suburban communities where they live . . . communities that top the city in spending and earning by 3 to 1

- Food advertisers know these facts.

That's why the Herald and the Traveler were first grocery lineage in 1959 . . . just as they have been for 23 consecutive years.

The Boston Herald and Traveler are represented nationally by the Sawyer-Ferguson-Walker Company.

### DATA SHOWS KEY TRENDS (1959 vs. 1954)

- 1. Fewer but bigger farms, as . . .**
  - farms consolidate into larger units
  - change in government definition cuts 232 thousand smaller units from rolls
  - number of farms drops from 4.8 to 3.7 million
  - average size of farms jumps 25 per cent in acreage
  - average value of farms increases 63 per cent in dollars
  
- 2. Farmers improve management, by specializing in growing crops and livestock**
  - delegating storage, processing, and distribution to off-the-farm entities
  - mechanization that secures more production with less labor
  - building-up the "family commercial farm" as the main producing unit
  
- 3. The Farm Market expands, as . . .**
  - total assets of farmers rise
  - value of farm buildings grows
  - average size of livestock herds expands
  - farmers receive more off-the-farm income
  - farmers buy more goods and services from outside
  - purchases for supplies, materials and services pass \$24 billion mark
  - purchases for farm family living total at least \$16 billion

## How To Use



## New Census of Agriculture

By D. R. Collins, vice president,  
Marsteller, Rickard, Gebhardt and Reed,  
Inc., Chicago

**I**F A BETTER JOB of selecting farm media is to be done, advertisers would do well to study closely the statistics of the recent Census of Agriculture. They indicate changes, and trends—in numbers of farms; in farm purchases; in the technical and economic forms that have combined in the last two decades to bring about almost unbelievable changes in the structure of agriculture. And these changes are, largely for the good, and to the benefit of those selling to the farm market.

There are many statistics to be had from the 1959 census. The results are being made available in the form of a two-page release for each county and state. Each of these releases contains an average of 425 statistics for 1959. For the nation as a whole, they will provide 1.3 million statistics; they will provide a sound basis for the selection of media and for the pin-pointing of markets and potential markets. Most important of all, they will delineate trends that tie in with the total marketing concept.



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*This is his Governess.*



*This is his Steward*



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### FARM INCOME AND REAL ESTATE VALUES



### PURCHASED AND NONPURCHASED INPUTS



### CROP PRODUCTION PER ACRE



### The Size of the Market

Probably the most significant and certainly the most talked-about fact revealed by the census is the change in the number of farms—and in their structure and organization. Projections from the figures already available indicate there were about one million fewer farms in 1959 than in 1954.\*

Certainly, this reduction in the number of farms is the greatest of any five-year period in our history. But it is not alarming. It does not mean a reduction in markets. On the contrary, the census figures indicate an increase in market. This decrease in number of farms merely continues a trend started in the 1930's. If we apply the 1959 census definition of a farm to the period between 1949 and 1954, we will see that during that period the number of farms decreased by about the same number as between 1954 and 1959. Yet, during these 10 years, farmers have bought relatively more goods and services for both farm production and home use than in any period in our history.

### The Paradox Explained

As the economists put it, "capital inputs purchased outside of agriculture have increased"; that is to say, the farmer is becoming increasingly dependent on the non-farm economy for goods and services used in farm production, and for farm family living. Today, purchases by farmers of supplies, materials, and services total about \$24 billion annually. Also, the purchases of farm operators for family living total at least \$16 billion. These figures continue to rise.

Four words can answer the question, "Why this expansion of the farm market?" They are, "economic and technological expansion." Today's farmer is a specialist, confining his operations to growing crops and livestock. The functions of storing, processing, and distributing farm products have been passed on to off-farm entities. As this movement has developed, the necessity for larger farms has become more apparent. According to the census data already available, the average size of farms has increased 25 per cent since 1954—from 242 to 302 acres.

\* Part of this change (between one-fourth and one-fifth of it) is the result of the change in the definition of a farm. In 1959, a farm was defined as, "Each place operated as a unit of 10 or more acres with sales of agricultural products of \$50 or more; plus each place operated as a unit of less than 10 acres with sales of agricultural products of \$250 or more." In 1954, a farm was defined as, "Each place operated as a unit of three acres or more with value of farm products produced of \$150 or more; plus each place of less than three acres with sales of agricultural products of \$150 or more."

The 1959 definition of a farm is more restrictive than that used in 1954, and is responsible for some of the reduction in number of farms from 1954 to 1959.

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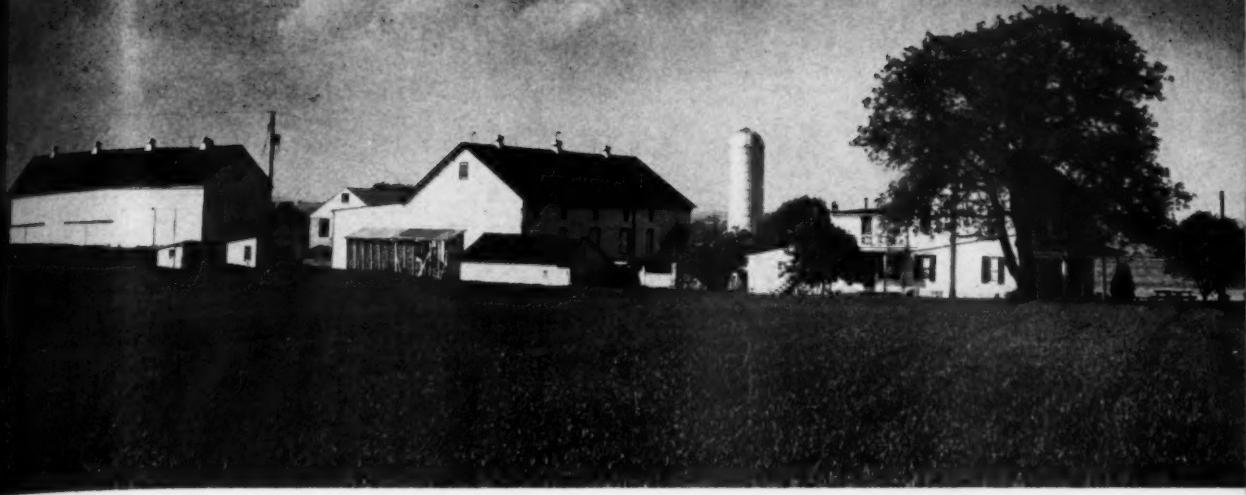
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, March 1961



## WHAT'S IN THE 1959 CENSUS OF AGRICULTURE

**FARMS:** Acreage and value; size; type; economic class; income.

**FARM OPERATORS:** Age; residence; years on farm; work off farm; labor.

**FARM FACILITIES AND EQUIPMENT:** Twelve different pieces of equipment used in the business of farming—listed and analyzed.

**FARM EXPENDITURES:** Livestock and poultry

feed; purchase of livestock and poultry; machinery hire; labor; petroleum products; seeds; commercial fertilizer by crop.

**LIVESTOCK AND POULTRY ON FARMS:** Broken down by type of animal, poultry; livestock and poultry sold; value of products sold.

**CROPS HARVESTED:** Acres produced; amounts harvested; use to which put; vegetables and fruits harvested; forest products sold. Values.

The number of farms containing 50 acres or more increased 6 per cent. The average value of land and buildings has risen from \$84 an acre to \$121 per acre. The increase in the average value of farms in the five-year period between 1954 and 1959 has been 63 per cent—from \$20,405 to \$33,242. The number of farms with gross sales of farm products of \$10,000 or more is 9 per cent greater, reflecting in part the reduction in number of small farms. There has been no great decline in total acreage.

### How To Use the Figures

To the media man these are general figures, averages. But if he wants to dig, there are specific figures available—by region, by state, by county. From them he can not only determine trends, but also bring into sharp focus specific markets for specific products.

For example: let's take average value of land and buildings from 1954 to 1959. In seven Eastern states it has risen 58 per cent—from \$14,806 to \$23,380. In nine Midwest states the value has risen from \$27,593 to \$41,652 or 51 per cent. In four Southern states the average in 1959 was \$20,022 vs. \$8,932 in 1954—a 45 per cent increase. In seven Western states the value has jumped to \$52,648 from \$33,442, or 57 per cent.

Here is another example. In six Midwest states, annual expenditures for livestock feed have risen from 82 million dollars in 1954 to more than \$1 billion in 1959. Expenditures for gasoline, oil, and other petroleum fuels have

risen from \$385 million in 1954 to \$425 million in 1959. The thing that will interest the media man, however, is in *what* states and counties these increases have taken place. The census will tell him.

Now let us compare a single item of farm machinery—corn pickers—in two widely removed states. In Georgia, 9,409 farms now own 9,701 corn pickers vs. 4,585 farms reporting 4,657 pickers in 1954. This is a greater increase than in the state of Iowa, which in 1959 reported 125,254 pickers on 121,598 farms vs. 121,078 pickers on 119,361 farms in 1954. The potential is, of course, greater in Iowa; but the figure from Georgia indicates a trend, a change in agriculture that bears watching.

Suppose you are in the home appliance field. An analysis of census figures from 23 states reveals an increase of over 200,000 home freezing units in five years. The real question, though, is *where* the area of greatest expansion is. In the Eastern states the increase was 3.6 per cent while in the Middle West it was 32 per cent. Certainly this does indicate a trend—and a potential market.

These examples use but a few of the more than a million statistics available. They represent a few of the significant facts and trends developed by the 1959 Census of Agriculture. There are many more, applied to specific products and specific sectional markets: a report for each county and each state, and summaries for the North, the West, the South, and U. S. as a whole. They're well worth more than a casual glance in the preparation of both marketing and media recommendations. ■



## PART II: WHAT THE AGENCY SHOULD TELL ABOUT ITS MEDIA SELECTIONS

By Robert C. May

**I**DEALLY, what would an industrial client want from his advertising agency in the way of justification of media selection?

The industrial advertising manager is essentially interested in getting information from his agency which will answer two of the three questions posed in the first article in this series. These questions are:

1. Will the media selected accomplish the sales objectives and reach the markets specified?
2. Are the publications selected the most effective ones for doing the job?

The third question, concerning acceptance based on overall cost, can usually best be answered by the advertising

# Procedures in Media Selection for an Industrial Client

*In this second of four articles, Robert C. May, sales promotion director, Automatic Switch Company, explains what the advertiser wants to learn from its agency about the choice of media. The previous article gave the background for these requirements by outlining the steps taken in the company as advertising plans are formed. Two more articles will be concerned with: what form of presentation the media plan should take; and what the industrial client wants to learn from the space representatives.*

manager himself.

In terms of specific media, questions one and two might be rephrased as follows:

- A. How many of the recipients of the magazine selected by the agency are in a position to influence (directly or indirectly) the purchase of our products?
- B. How many of those who receive the publication actually read it?
- C. What is the total dollar (or total unit) buying potential of these actual readers in terms of our products?
- D. How does the favored publication measure up to other publications in the field in terms of A, B and C?

We like to have the agency answer these questions as completely as possible. Unfortunately, in most cases information does not seem available to answer these questions fully. Accordingly, media decisions are often based not only on a compilation of facts, but also on a heavy leaven of judgment based on experience. But where do facts end and judgment come into play? Unless the agency tells us we have no way of knowing.

Let us examine these questions more closely.

#### **A. How many recipients of the publication selected are in a position to influence (directly or indirectly) the purchase of our equipment?**

This question is only partly answered by circulation figures.

The obvious method of establishing purchasing or specifying influence would seem to be simply comparing the circulation of the magazine against the people we say are the ones who specify or purchase our product. Certainly, this should be done as a minimum. However, this method suffers from certain weaknesses:

1. This method would cause us to select magazines on the basis of our present prospect list, thus ignoring a great body of prospects whom we may not know. Incidentally, when a prospect appears on the magazine's circulation list and not on our mailing list, an argument could be offered for advertising (since we are not reaching the prospect by our regular direct mail).

2. In some cases, we are not entirely sure ourselves of all the people within a company who have an influence on the specification of our equipment.

3. Published figures are not always in a form to make direct comparison possible.

Basically, we are interested in circulation figures as they pertain to our prospects and customers—not simply the total number of copies distributed.

A second method of determining purchasing influence is done by a few enterprising magazine editors who poll their own readers to establish how many influence the purchase of specific types of equipment. Unfortunately this is done by only a comparatively few magazines; none that I have seen actually indicate purchasing influence quantitatively. Where these studies are available, the agency would do well to include them as part of media justification.

A third method is a by-product of Readex, Starch, or other readership tests. Apart from establishing interest in

the field these services also furnish comments by people who have seen your ads (or your competitors). Often these comments will indicate buying action.

A fourth method is by tracing inquiries to sales (or to good prospective sales). This information might be obtainable from the company's own records. Or an enterprising and ambitious space representative might be persuaded to have his home office people track down a number of leads.

When comparing the magazines selected with those in which we are not to advertise, the agency would do well to indicate the number of prospects in Magazines X and Y who will not be reached by our ads in favored Magazine A.

Comparative "box score tabulations" are most helpful here, as in the answers to other questions. Figures should be given in terms of customers and prospects, not merely "readers" and cost per reader.

#### **B. How many recipients of the publication actually read it?**

There are several ways of answering this question.

1. *Editorial content:* Is the editorial matter pertinent to our prospect's field of interest? Is the subject matter written interestingly, and at his level? Is coverage adequate and timely? (not a re-hash of what has appeared elsewhere). What is the size and background of the editorial staff?

2. *Readership surveys:* Unquestionably, readership surveys rank high among the most misused tools of the trade. As a recent "survey of surveys" pointed out, it's an unusual publication that can't find (or manufacture) dozens of readership surveys to prove that it is best in its field.

But with all its fallibilities, a well-conducted survey among our prime prospects still proves which publications are recognized. And while minor degrees of differentiation between Magazine A and Magazine X can be ignored, wide spreads between them still must be considered. As always, the most important factor is the mailing list. Every other year we conduct a readership survey on our own mailing list to establish which publications reach specific categories of our customers and prospects. As part of its report, the agency should include how the magazines selected rate on this survey.

Recognizing that our own list tends to become "introverted" (since it is partly built on inquiries from readers

**SUGGESTED COMPARISON CHART—CIRCULATION  
(BY INDUSTRIAL FIELD)**

MAGAZINE		Probable number of customers and prospects					COST	
		Total No.	Specifying engineers	Management executives with specifying influence	Purchasing agents with specifying influence	Other specifying influences		
A (Selected)								
Others in the Field	X							
	Y							

of magazines which we now advertise in), other surveys conducted by other industrial companies should also be brought in if they relate to the prospects we would like to reach. A third type of survey is introduced by the publication itself, which polls its circulation to determine if certain features are read. Study of these results will show which articles draw the highest degree of interest. If these high-interest articles relate to our field, this is another factor in the surveyed publication's favor and should be mentioned in the agency's report.

**3. Inquiry results:** One method of sampling the reader's interest is through inquiries. In our case, each year we check quantity and quality of inquiries received per publication. These results are also sent to our agency and should be considered in the overall selection picture as one criterion for establishing readership.

**C. What is the total dollar buying potential of actual readers of the publication selected in terms of our product?**

This represents the ideal answer, and is, of course, based on the answers to A and B. When the agency can furnish this information—and then go on to answer (D—how the publication selected measures up to other publications in terms of questions A, B and C) it has provided solid information that we can really use. If we knew the slice of the market represented by each publication, then we could allocate the money spent for

advertising in each with a strong degree of assurance.

**Other Influences on Media Selection**

On occasion, unconventional or unusual problems arise which require that media be selected for reasons that are different from those previously presented. Such problems occur, for example, in attracting distributors to handle our line. Sometimes, other things being equal, such supplementary services as the availability of direct mail lists, merchandising aids, and ability to furnish collateral information (such as readership reports) come into play.

Competitive advertising is an uncertain influence on our thinking; certainly, we would want the agency to include this information when it is pertinent. We would like the agency to at least consider the magazines in which our competitors advertise, although we would hope that they would not blindly follow our competition into various magazines they select.

Perhaps initially attempting to obtain specific information as listed on all publications selected each year would be a formidable task. But a sincere effort to examine these factors at least every second or third year would be welcomed.

*Mr. May's discussion in April will be entitled, "How to Present the Media Plan."*

# How Brewers Mix Media To Match Markets



**Why spot TV is favorite medium.**  
**Outdoor, the old standby, still strong — especially in the West.**  
**New hope for regional brands in magazine splits.**  
**National brands use radio for broad coverage.**  
**Newspapers regain some losses via supplements — are used for news value.**  
**In general: practices vary, are in constant state of flux.**  
**Big problem is to catch a market on the move.**  
**Secondary problem is finding ways to outwit competitors.**  
**Report exhibits media strategy of top 21 beer advertisers.**

## Part I

THE MEDIA STRATEGY of beer advertisers presents a study in contrasts. In this field in which advertising has for many years played a most important role, there is no pat formula for media utilization that all advertisers conform to—nor is there a pattern of conformity over the years for individual bellwethers in the field.

Media strategy for the brewers presents a picture of change and of differences designed to set them apart in a highly competitive series of market places coast to coast. Therein lies a story that should be of value to media decision-makers everywhere.

The brewer finds himself in the midst of a world of change, the most significant elements to him being:

**1. Growth in market potential everywhere.** His market is people of beer-drinking age, with disposable

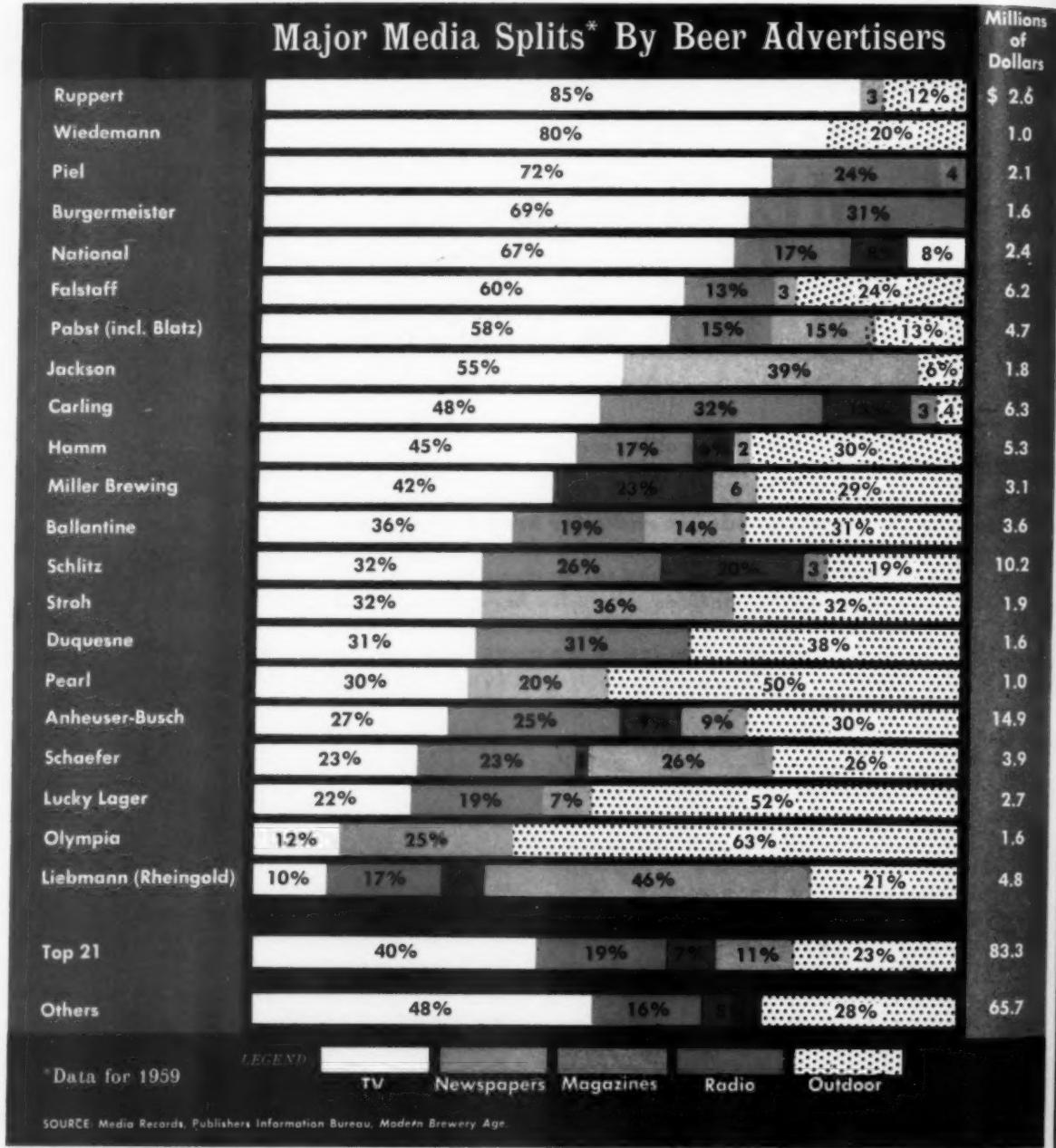
income and a desire to live well and entertain. Number of beer drinkers is climbing steadily. The long-range outlook for market expansion is considered good, in spite of a leveling off in total beer consumption in recent years. Brewers blame the lack of growth in 1960 on a relatively cool Summer and early Fall.

**2. Changes in market character,** as women become better consumers of beer (although the market is still predominantly male). Called for here is hedging of media strategies, rather than out-and-out switches from tried ways of reaching the male population.

**3. New special interest groups,** especially those who have in the past been considered less likely to have disposable income. In New York, for example, the brewers' media men devote special attention to migrants from

## ... Brewers Mix Media ...

Major Media Splits\* By Beer Advertisers



Puerto Rico. And in both Northern and Southern metropolitan areas some beer advertisers concentrate special budgets at reaching Negroes.

4. New distribution patterns for beer. The growth of home consumption of beer as contrasted with consumption in eating and drinking places is a factor. So is the

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growth within eating and drinking places of beer in bottles and cans as contrasted with beer on tap.

**5. New purchase situations for beer,** created by the population shifts into suburban areas where women shopping in drive-in supermarkets become an increasingly larger factor. The housewife becomes the agent of purchase. The question comes up: To what extent is she buying the brand that she believes her husband prefers? The media strategy of brewers is tending slowly but inexorably toward coverage of female as well as male beer buyers for this reason.

**6. New conditions of point-of-purchase sales activity.** In the suburban supers there is not so much room as there once was for the giant lithographed displays that brewers were famous for in years past. But there are new opportunities for merchandise bins, aisle-end units, pole displays around which beer cartons can be stacked. And there is the great new opportunity for advertising on the sides of six-pack and larger containers in the stores where conveyor systems of one kind or another make it easy for women shoppers to move merchandise from shelves to shopping carts to station wagons. The six-pack becomes a key factor in merchandising, so important that, in media selection, beer advertisers are apt to think in terms of media that lend themselves to six-pack tie-ins.

**7. New media.** Last but far from least, the brewers have new opportunities for regional advertising buys. Overnight the regional brewers find that they can buy into the regional editions of national magazines. They suddenly have the opportunity to compete for advertising importance in their areas with the national magazine advertisers of beer. Conversely, they find competition for the choice TV spots getting tougher as national advertisers of not only beer but also all types of consumer goods step up their purchases of this medium.

What are the brewers doing to keep up with these changes? In order to find the answer, MEDIA/SCOPE took a close look at the media strategy of the 21 largest advertisers of beer. These companies invested from \$1 million to \$15 million dollars each in major media in 1959, with a combined total of \$83 million in newspapers, magazines, television, radio, and outdoor. This is more than half of the total amount of beer advertising placed in these media by all U. S. brewers, as established in a survey made by *Modern Brewery Age*.

The chart, as shown at left, tells the story in detail. It

shows how the top 21 beer advertisers split their major media budgets in 1959. At the right, the chart gives the total dollar figure (in millions) that each spent in the five media combined.

The chart has been constructed to show the budget percentages in television at the far left and the percentages in outdoor at the far right. These two quite different media are the most significant in this field. By charting the media splits as MEDIA/SCOPE has done, it makes apparent the great variation in practice among rival brewers.

Note, in particular, that among the advertisers who devote the largest proportion of their budgets to TV are some of the relatively smaller in the group, including several regional distributors. Note also that at least 10 per cent of all budgets go into TV; and that there are only a few brewers who invest less than 10 per cent in outdoor.

However, the percentage in TV ranges all the way from 10 to 85 per cent; and in outdoor from none to 63 per cent. The variation in use of magazines, newspapers, and radio is, as shown, considerably greater.

At the bottom of the chart is a summary of the practice of the top 21 brewers combined compared to the way smaller brewers split their budgets. The big brewers spend proportionately more of their money in radio and print media—less in television and outdoor. This does not mean that their dollar expenditures are less, of course, merely the extent to which they split budgets into television and outdoor. The advertisers with relatively smaller budgets find that, if they are going into TV at all, they have to concentrate a larger part of their investment in that medium. In the case of outdoor, the more local the advertiser, the more important, in general, becomes a large and locally dominant outdoor program. Radio, an important medium to all beer advertisers, is especially useful to the big national brewers seeking broad coverage at low cost—including coverage in areas where they are outspent, out-distributed, and outsold by the regional brands.

### Media Mix for Big Spenders

Far out front in terms of advertising expenditures and barrels of beer are two national brewers: Anheuser-Busch, Inc., St. Louis, (Budweiser), and Jos. Schlitz Brewing Company, Milwaukee, (Schlitz). To stay on top, as well as meet competition from each other, they pile up advertising pressure in all major media—and choose to invest considerably more dollars per barrel in the major media than most other leading brewers. However, in general, the larger brewers do not feel they have to invest so many

## ... Brewers Mix Media...

dollars per barrel in advertising as the small brewers, as these figures show:

ADVERTISING DOLLARS PER BARREL			
	Sales (in millions of 31-gallon barrels)	Major Media Advertising (in millions of dollars)	Advertising Dollars Per Barrel
Anheuser-Busch	8.1	\$14.9	\$1.84
Schlitz	5.9	\$10.2	\$1.73
18 other leading brewery advertisers	44.1	\$57.2	\$1.30
All others	29.5	\$66.7	\$2.26
Total	87.6	\$149.0	\$1.68

Anheuser-Busch is like the local brewers in one respect. It is a consistent, big user of outdoor (30 per cent of its major media budget), increasing dollar investments in that medium every year up to almost \$4.5 million in 1959. It was the largest beer advertiser in that medium, and the third largest spender of any kind in outdoor. An early big spender in network TV (\$1.3 million in 1951), and at one time very big in network radio (\$1.8 million in 1954), it has switched into being one of the big advocates of spot broadcasting, with over \$3.6 million in spot TV in 1959. At one time a heavy user of daily newspapers (\$2.0 million in 1953), it is now down to less than half a million in dailies; but it has been putting almost a million a year into supplements for the last three years. It spent \$1.3 million in magazines in 1959.

This selection of media for Budweiser, a company spokesman says, "is greatly influenced by the creative psychology behind the advertising theme: 'Where there's life . . . there's Bud.' This campaign demands photography, color, music, and other factors that provide the opportunity to set the mood for the advertising.

"For this reason Budweiser buys television, both programs and spots, with an eye on the opportunities for 60-second commercials. The 1960 campaign was slightly hampered when confined to 10's and 20-second spots. Radio has been very instrumental in establishing the sound of "Where there's life . . ." Outdoor, magazines, and Sunday supplements provide opportunities to use good, full-color photography.

"Budweiser's philosophy is a media mix which encompasses the use of all major media, tailored to each individual market."

Schlitz, although it too uses a media-mix approach to all major media, devotes a considerably smaller proportion of its budget to outdoor and a larger proportion to magazines. Violent switches in media strategy characterized the years 1957, 1958, and 1959. In 1957 it cut its outdoor budget by more than 60 per cent, doubled its investments in spot TV and daily newspapers, and jumped into supplements in a big way, increasing total budget by 20 per cent. Then in 1958, it cut back on all advertising—

taking the money out of supplements and magazines. Then in 1959, it more than doubled its magazine investments (to \$2.0 million), and tripled in spot radio (to \$2.7 million).

The result (although possibly not planned that way) has been a broadening of its three-year reach by sweeping across at least five major media, with considerable advertising pressure in each in at least one of the three years. But only in magazines in 1959 did Schlitz outspend Anheuser-Busch in one of these media.

### Fast Build-up for Carling's

The third largest beer advertiser, Carling Brewing Company, Cleveland, developed fast as a leading national brand advertiser. The big push started in 1955, when it doubled its investment in major media to \$1 million. By 1959 it was investing \$6.3 million, with \$5 million of that in broadcast media (spot radio, \$2.0 million; spot TV, \$2.7 million; network TV, \$300,000) and \$800,000 in magazines.

The build-up has been fast, but the media strategy carefully thought out, as explained by Robert C. Garretson, vice president-advertising:

"Twenty-five per cent of our Black Label advertising is in national media (magazines and network TV specials), with the objectives of building a national identity, backing up local advertising, and setting Black Label apart from other regional and local brands.

"Our use of magazines (also used extensively by Schlitz and Budweiser as well as Miller's), has been intended to establish Black Label as a product in the same quality classification as these other well-known and national brands—and to register the Black Label identity through full-color illustrations of the package together with the 'Mabel, Black Label' and the line: 'People Try It and They Like It.' Both of these have turned out to be very memorable, and have played back well in research.

"For local media (75 per cent of expenditures) we use radio and television. They lend themselves to expressing our '(Whistle) Mabel, Black Label' theme—and to the pleasant, soft-sell story of Black Label in music and song. We have tried at all times to keep our radio and TV advertising in a confident, easy, relaxed mood, with the objective of associating Black Label with fun and pleasant occasions where beer is consumed.

"This is the basic reason why we have not used very much newspaper or outdoor. However, we have used newspaper when we had something newsworthy to say concerning a new package or a price—as in New England at the time we introduced Black Label.

"We are using outdoor in the South and the Far West,

## Seasonal Market Pattern for Beer\*

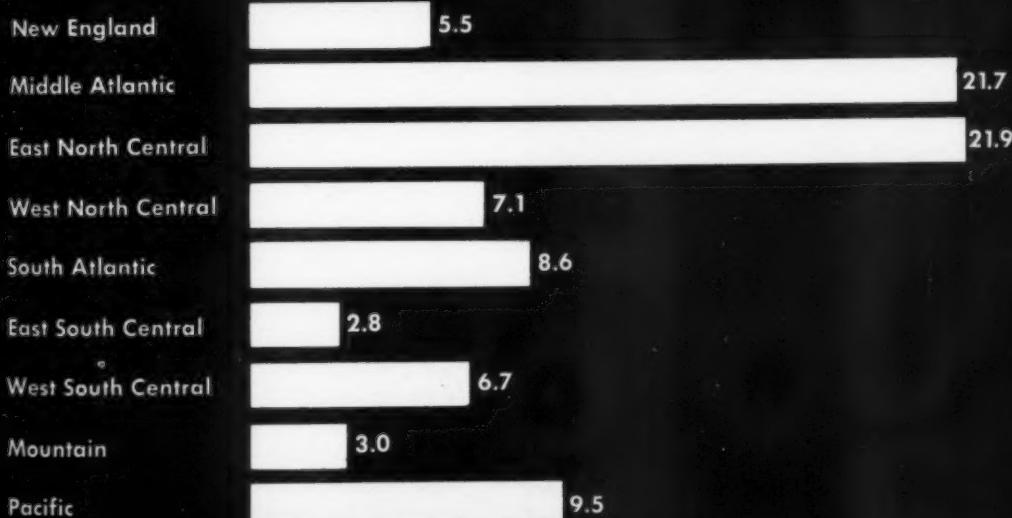


JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

\* Millions of barrels of malt beverage consumed in 1959.

SOURCE: U. S. Brewers Foundation

## Regional Market Pattern for Beer\*



\* Millions of barrels of malt beverage consumed in 1959.

SOURCE: U. S. Brewers Foundation

## ... Brewers Mix Media...

where outdoor is most effective, and in areas where we have a large enough share of market to justify reminder advertising.

"From the beginning, we have made as much use of sports on TV as we could. We find that these attract audiences with a larger portion of beer consumers, and also seem to get a friendly reaction from the viewers. However, such a program is not essential to reaching the beer market. In many areas, we have used spots. These can be effective in time periods which produce audiences made up to an average or better extent of beer drinkers.



"In buying media for Black Label, we have found it desirable to examine the situation in each market, and to adjust our plan to the needs of that market. Consequently, the per cent of advertising allocated to various media varies considerably from one region to another. In some markets, radio spot amounts to the largest share of our budget, with TV close behind. In other markets, where we have development to justify programs, TV may run as high as 60 per cent of our total budget, with radio running second."

### Falstaff: Low Price and Broad Coverage

Falstaff Brewing Corp., St. Louis, is the largest regional brewer (4.8 million barrels in 1959), and the fourth largest advertiser (\$6.2 million in major media in that year). Its areas of distribution are: California, the Midwest, Southeast, and Southwest. In view of the absence of Falstaff from the heavy beer-drinking and highly populous Northeast and Middle Atlantic markets, it is impressive to find this brewer with a larger share of the total U. S. market than nationally distributed Carling's (a heavier spender), or Pabst and Miller's (both national premium-priced beer in 1959, although Pabst has been experimenting with price cuts recently). Furthermore, it is able to operate at a relatively low advertising cost per barrel (\$1.29), although this is related to pricing as well as to advertising investment strategy.

Falstaff is a relatively low priced beer. In 1959 it amassed \$111.6 million in sales on its 4.8 million barrels—or \$23 per barrel. Sales of Pabst were \$146.5 million on 4.5 million barrels—or \$32 per barrel.

Falstaff's media strategy is aimed at broad coverage all year round. It seeks identity with sports, as do other brewers, because of the interest of beer drinkers in sports programs. Between 1957 and 1959, Falstaff almost tripled its investment in network TV to \$1.6 million, and moved into spot radio with a \$700,000-plus yearly program. Meanwhile it kept spot TV and outdoor at substantial levels (in 1959, \$2.1 million in spot TV and \$1.5 million in outdoor).

The continued emphasis on TV has prompted Dancer-Fitzgerald-Sample, the Falstaff agency, to put some of its media people on the road. This is not only to get the best spot availabilities, but also to secure the clearances wanted for the enlarging investment in national shows.

By buying nighttime TV, it can secure tremendous coverage. This in turn justifies the cost of sending persons out to get the clearances. And it also justifies spending more on production. All of these elements work together. This close, personal association with big broadcasting also leads to the development of better spot packages, with media buying pinpointed to marketing targets. Furthermore, the investment in the commercials themselves can be greater because they are used so extensively in both the broad-coverage network shows and in the spot program.

In outdoor, Falstaff seeks a chance to get good four-color reproduction—and to get its advertising closely related to distributor operations.

*This article will be continued next month with analysis comparing the media strategies of leading East Coast and West Coast brewers.*

**A shock tactic directed at dealers and jobbers—  
1,000-line ads in local newspapers—filled retail  
pipe-lines to meet the TV-created consumer demand.**

# How Crayola Used Newspapers To Merchandise TV

By Channing Hadlock

Dancer  
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analysts  
Coast and  
March 1961

**F**OR MORE THAN half a century, Crayola Crayons, a product of Binney & Smith, has been an important part of home and school life. The product enjoys enviable broad distribution, and a respectable franchise.

Despite this position, the company faces unique marketing and advertising problems, which have been intensified by what I may term a media strategy that has been *too effective*. Therefore, it is only proper that media strategy is the tool with which we are in the process of solving that problem.

#### Seasonal Pattern

Crayon sales follow a seasonal pattern, and one of the problems the company and agency have grappled

with is to increase the sale of crayons in the winter months following the peak Christmas selling season. These include the so-called indoor months of January, February, and March.

The most effective medium we found for meeting this problem head-on was spot television. After initial testing, we used TV in a pattern that included both daytime film spots and live children's program personality participations. This was first done in the beginning of 1959. The medium and the technique proved worthy and desirable.

But the campaigns were in a sense too effective, creating a demand greater than the local supply. Local jobbers and wholesalers, through whom Binney & Smith sells, preferred not to stock the advertised boxes in quantity until they felt strong pressure from their retail customers. Thus, in some areas, in the

early stages of the campaign the advertising was only partially effective because of short retail inventories.

Then, too, major variety store chains represent an important retail outlet for crayons. Since all advices and instructions on proposed campaigns stem from chain headquarters, there sometimes was a lag in getting news of an advertising push to the local store managers.

Our inability to reach some retail outlets was also a matter of continuing concern. We tried to reach these outlets through the medium of the jobber and wholesaler sales forces. However, since big wholesalers carry thousands of items, it is extremely difficult to get them to feature and promote any one item.

In short, in order to get maximum benefit from our successful consumer advertising, we had to answer three questions:

*Channing Hadlock is account executive on the Crayola account at Chirurg & Cairns, Inc.*

These television personalities will be selling Crayola Crayons from now to Christmas...



Wallace Ford and Louie

## CRAYOLA CRAYONS ARE NOW ADVERTISED IN PHOENIX 12 SPOTS WEEKLY • KPHO-TV

**MR. RETAILER:** Heavy local television advertising is building a strong demand for #72 Crayola, "The Golden Gift Box," and the entire Crayola line. Let this "Golden Gift Promotion" create extra sales for you. Be sure you have plenty of stock. **ORDER NOW!**

**CRAYOLA . . . the world's best advertised crayons**

THE CRAYOLA® MAKERS 400 Madison Ave., New York 17, N.Y.



These television personalities will be selling Crayola Crayons from now to Christmas . . .



Dan Murphy

Rick Mayers

## CRAYOLA CRAYONS ARE NOW ADVERTISED IN SPOKANE 15 SPOTS WEEKLY • KXLY-TV

**Mr. Retailer:** Heavy local television advertising is building a strong demand for #72 Crayola, "The Golden Gift Box," and the entire Crayola line. Let this "Golden Gift Promotion" create extra sales for you. Be sure you have plenty of stock. **ORDER NOW!**

**CRAYOLA . . . the world's best advertised crayons**

THE CRAYOLA® MAKERS 400 Madison Ave., New York 17, N.Y.



- How could we get the wholesaler to stock in anticipation of retailer demand?
- How could we reach the local retailers and tell them about our advertising?
- How could we get the retailer to order early in anticipation of the consumer demand?

### A Bold Solution

In the winter of 1960, we experimented with a technique developed from Chirurg & Cairns' "Basic Sales Idea" approach. Simply put, this development of an idea makes clients' product more desirable than competitors'.

To generate excitement, to cause

discussion, to reach the wholesaler and the retailer all at one time, we decided to use a single large-space display advertisement in the business section of the major newspapers in two test markets. The advertisement was built around a 10-weeks', high-frequency spot television schedule that was to be run in a total of seven markets. We selected Cincinnati and Rockford (Ill.) for the test experimental areas.

The advertisement was addressed to the business community exclusively, and it emphasized the fact that Crayola would be heavily advertised for the following weeks on the local television station. It further contained copy asking the retailer to be sure and make contact with his supplier and stock up.

We recognized that a substantial amount of the newspapers' circulation was wasted, but we felt the two-city test was worth trying.

To support the consumer campaign on WREX-TV (Rockford) and WKRC-TV (Cincinnati), we took 1,000 lines in both the Rockford *Star & Register-Republic*, the nearby Freeport (Ill.) *Journal-Standard*, and equal space both in the Cincinnati *Post & Times-Star* and *Enquirer*.

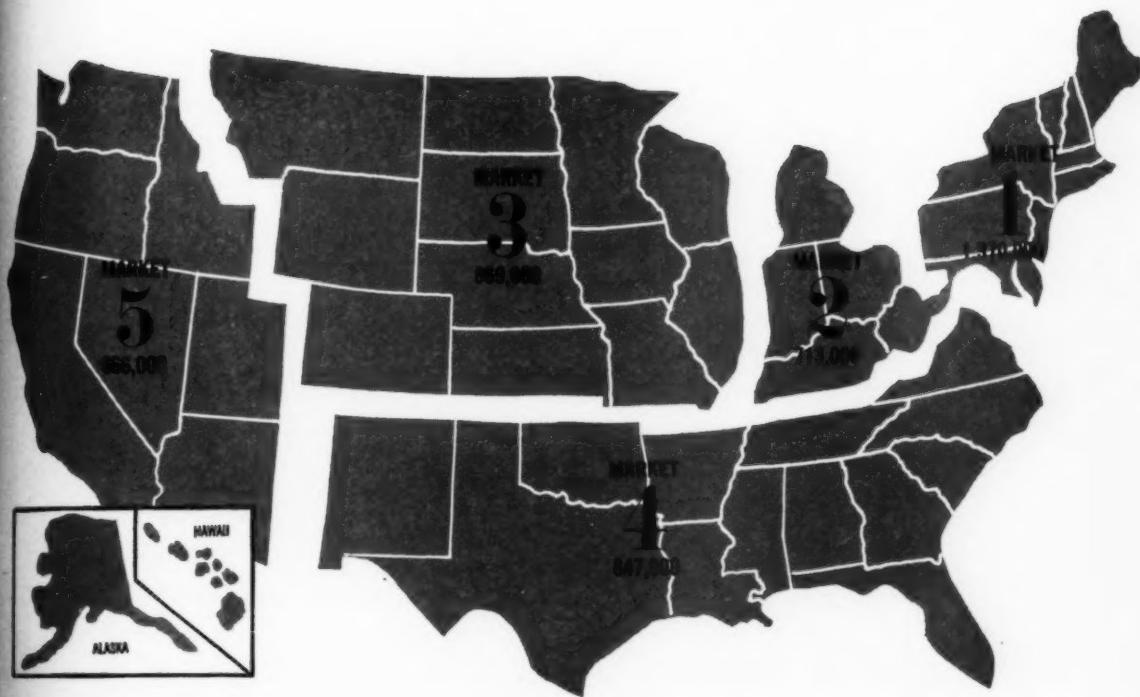
The ads ran in Rockford-Freeport on February 8-9, 1960 and on February 9 in Cincinnati. The television schedule started February 8 in both cities.

The result was evident within hours. The earliest reaction was a rash of telephone calls—retailers call-

(Continued on page 70)

# Another Good Housekeeping First in the Women's Service Field!

## "MATCH-A-MARKET" PLAN



### 5 REGIONAL EDITIONS

**SPACE:** Full pages, double columns, horizontal half-pages. B/W, 2 color or 4 color

**BLEED:** full pages free, 5% extra  $\frac{1}{2}$  and  $\frac{3}{4}$  pages

**MARKETING AIDS:** a variety of merchandising services

- Retail promotions
- Consumer Panel
- market surveys
- Hearst Trading Areas
- System of Sales Control
- Buyers Guide Listing

**CONSUMERS GUARANTY SEAL:** available to regional advertisers meeting requirements; provides unique sales power based on tremendous public confidence. 4 out of 5 women\* are influenced in buying decisions by Good Housekeeping Consumers Guaranty Seal.

*Share the prestige enjoyed by leading advertisers in the unique climate of confidence achieved only by Good Housekeeping.*

\*Grossley S-D Surveys

**1 NORTH EAST**  
Full page, b/w... \$6,750

**2 EAST CENTRAL**  
Full page, b/w... \$3,700

**3 WEST CENTRAL**  
Full page, b/w... \$4,450

**4 SOUTHERN**  
Full page, b/w... \$4,350

**5 PACIFIC**  
Full page, b/w... \$3,550

*Figures shown in each marketing region  
on map represent  
circulation base, March, 1961*

**GOOD HOUSEKEEPING**  
MAGAZINE AND INSTITUTE



©HEARST CORP. 1961

# ACCEPTANCE

## ...greatest ever!

Now more than ever, WCCO Radio delivers more listeners than all other Minneapolis-St. Paul stations combined!

A record-shattering 62.1% share of audience in the latest Nielsen Station Index. This is the greatest share ever recorded since Nielsen began measuring the market. Dramatic proof that WCCO Radio's acceptance is now the greatest ever!

Capturing the loyalty of 1,022,610 radio families in a 114-county basic service area, WCCO Radio also delivers the lowest cost per thousand . . . less than one-third the average cost of all other Twin Cities stations. It's a solid mark of solid acceptance . . . the powerful way to dominate this major market in 1961.

**WCCO RADIO** delivers far more listeners than all other Minneapolis-St. Paul stations combined!



<b>WCCO Radio</b>	<b>62.1%</b>
Station B	10.1%
Station C	7.6%
Station D	5.4%
Station E	3.9%
<b>Five other stations</b>	<b>10.9%</b>

Source: Nielsen Station Index, November-December, 1960 / 6 AM-Midnight, 7-day week.

# 60.1

%

SHARE OF  
AUDIENCE

**WCCO**  
**RADIO**

Minneapolis - St. Paul

*Northeast's Only*  
50,000-Watt  
I-A Clear  
Channel Station

*Represented by* CBS RADIO SPOT SALES



# Almost 8? out of 10?



Your salesmen can call tough hotel and motor hotel men what they like . . . you can still get close to them in a publication of uncontestedly warm acceptance and reader fidelity . . .

The exact figure is 78.95% . . . and it's the *subscription renewal percentage* for HOTEL WORLD-REVIEW & MANAGEMENT, as shown at Par. 11, ABC Statement for period ending December 31, 1960. It's the figure that proves reader acceptance and fidelity of the strongest kind in a tough market. In fact, it's the highest in the publication's 86-year history.

*So . . . for really telling exposure to hotels, motor hotels, and resorts—  
inclusive of over 3,700 motor hotels  
. . . recommend the most wanted publication in the field:*

## Hotel World-Review

and MANAGEMENT

*The hotel-motor hotel industry's national news weekly*

An Ahrens  
Publication

230 Park Ave., New York 17, N. Y.  
8721 Beverly Blvd., Los Angeles 48, Calif.

505 Eight-O-Five Peachtree Bldg., Atlanta 8, Ga.

201 N. Wells St., Chicago 6, Ill.

111 Sutter St., San Francisco 4, Calif.

(Continued from page 66)

ing their usual jobber and wholesale sources of supply. Later, as jobber salesmen made their rounds they found their customers had torn out the insertion and were waiting for the salesmen to arrive with more details.

Binney & Smith salesmen, calling on the wholesalers, reported that the advertisement and the tear-sheets (supplied once the advertisement had run) were excellent sales aids.

We kept careful track of factory shipments, comparing sales both in television spot markets and equivalent sized non-advertised markets, and, for the purposes of evaluating this technique, between the two television spot markets in which the newspaper advertisement ran and the television markets where it did not run.

For a space expenditure of less than \$2,000, we found that our sale on the advertised Crayola box increased six-and-a-half times in one and five times in the other combination newspaper-television market, compared with the same period the preceding year. The lower figure was more than twice as large as the increase registered in the next highest television market.

All the television markets, incidentally, performed substantially ahead of sales in the equivalent sized non-advertised markets.

### Broadening the Strategy

Happy about the success and believing in spot television, we made the newspaper advertisement an integral part of our 1960 Christmas spot television program. Our investment in these schedules was close to \$100,000, spread over seven markets selected for sales and advertising development. Hand in hand with that expenditure went about \$6,000 in newspaper space developed along the same lines as the post-Christmas test program described. The size of the advertisement remained the same—1,000 lines—composed by the paper to give it a locally-oriented feeling.

Featured in the advertisement were pictures of the local television personalities who endorsed and sold the product to consumers—people with

(Continued on page 73)

the Roanoke, Virginia,  
newspaper food market is  
**3 TIMES  
LARGER**  
than its Metro ranking indicates

FULL  
COLOR  
is  
available

Write for new  
Brochure giving  
all the facts

## THE ROANOKE TIMES The Roanoke World-News

SAWYER-FERGUSON-WALKER, Nat'l Representatives

# Metropolitan OAKLAND \*is on the move

## IN NEW PLANTS & EXPANSIONS

EXAMPLE: The San Joaquin Mill of FIBREBOARD PAPER PRODUCTS CORPORATION at Antioch (shown here), is the only virgin kraft pulp and paperboard mill in California. Built in 1949 and expanded more than a third in 1960, its present production capacity is 200,000 tons of paperboard per year.



1950-\$61,757,681

Source: Oakland Chamber of Commerce and the Contra Costa County Development Association

1960-\$151,374,447



The greater East Bay (Oakland) area is an entirely separate market from the West Bay (San Francisco) area...with different local editorial interests.

...And the FACTS prove that ONLY the TRIBUNE really covers this separate Market (Alameda and Contra Costa Counties) Northern California's largest population center.

\* For full particulars on this fast growing market, call the nearest Cresmer & Woodward office for your copy of the BRIGHT SPOT...or write to Advertising Director, Oakland Tribune, Oakland 12, California.

**Oakland Tribune**

NATIONAL REPRESENTATIVES: Cresmer & Woodward, Inc.  
SUNDAY COMICS: Metropolitan Sunday Newspapers, Inc.

Largest Home Delivered Circulation in Northern California!



## Tenting in D.C., *or* In One Era and Out the Other

Finding a roof for five Corinthian tv station news-and-camera teams in Washington, as the Kennedy era began, was much more difficult than finding reason for their presence. They had no intention of duplicating CBS's superb network coverage; they sought to duplicate only Corinthian's success, as evidenced by coverage of last year's conventions, in relating major political events to their own communities.

Local news doesn't come to us. We go to it, even if it's in D.C.—and even if our definition of local is non-traditional. Without a legacy to stand on, our individual station news teams tackled Project Washington with mike and camera. The Houston group was after, among other things, a Ladybird's eye view; Tulsa hoped to strike oil by spending a day with Senators Kerr and Monroney; our gentlemen from Indiana got on the bandwagon with the state's Drum and Bugle Corps; the young men from Sacramento, reversing Greeley's advice, came east to cover the Inauguration's pomp—and to examine plans for legislation affecting their tele-urban community.

Different regions find different meanings in Washington, 1961. Those differences are best explored by local tv reporting crews and public affairs programming, focusing on political faces and issues of special interest to the folks back home. This is the kind of journalistic initiative, under group organization, that results in high identification with regional audiences, cementing stations to communities and communities to stations.

*Responsibility in Broadcasting*

**THE CORINTHIAN**

Media/Scope, March 1961

*(Continued from page 70)*

whom the wholesalers and the retailers have had experience before and who they knew to be productive spokesmen.

Planning far in advance, we made up pre-prints of the advertisements for bulk distribution to our wholesalers—many of whom mailed to their customers. Thus the retailers were exposed to the advertisement before it appeared in the paper; when it did run the impact was thus increased. Many television stations used the advertisement as an inclosure in merchandising letters and in many other ways to reach the retail outlets.

It is still not possible at this writing to determine exactly the value of the 1960 Christmas campaign, but we already know it to be successful in these areas:

- Wholesaler stocks in these markets were higher than in previous years.

- Wholesalers report they received many orders from retailers in anticipation of the television campaign and triggered by the newspaper pre-print. This is highly desirable, because it

encourages the wholesaler to lay in adequate stock.

- We are getting both broader and more uniform distribution earlier in these markets than elsewhere.

To sum up, this technique seems to have helped move merchandise through to the retail level before the start of the Christmas selling season—a goal we have over the years ardently desired.

Our television advertising alone created consumer demand, but it did not solve a very real problem—getting the proper distribution at the proper time in the proper place. The newspaper insertions (directed to as low as one per cent of the newspapers' total circulations) acted as a catalyst. It had immediacy—timed at the very start of our TV campaign, and not a month before. It was local in flavor—appearing in local newspapers and appealing to local dealers and jobbers in their home climate. It was different enough to startle and impress.

The whole campaign has been able to secure a reaction that importantly increased consumer advertising effectiveness. ■

**KOTV**  
TULSA  
**KHOU-TV**  
HOUSTON  
**KXTV**  
SACRAMENTO  
**WANE-TV**  
FORT WAYNE  
**WISH-TV**  
INDIANAPOLIS  
**WANE-AM**  
FORT WAYNE  
**WISH-AM**  
INDIANAPOLIS

Presented by H-R

HISTORIANS

ope, March 1961

Media/Scope, March 1961



Julian Archer

"Then he said, 'What I'm really looking for, Sweetie, is a medium with greater frequency and more appeal.'"

# Media Buying for MAIL ORDER



- Sales are analyzed to show results produced by each medium. These are related to cost.
- Position of advertisements, size, color also related to results and cost.
- Best-read advertisements do not always produce the most sales.
- Issues in cold months most productive.
- Difficulties found in use of broadcast media.

Interview with Dan Smith, president, and David Stetz, media director,  
The Phil Gordon Agency, Inc., Chicago.

MAIL-ORDER advertising furnishes a unique set of data for media buying: *sales results*. Many advertisers consider these criteria (direct sales) the ultimate for decision-making. In mail-order this is the case. But the purposes of advertising are many and varied; and mail-order results—although they furnish valuable background for all media buying—should be applied with caution in other advertising situations.

These are the conclusions of Dan Smith, president, and David Stetz, media director, The Phil Gordon Agency, Chicago, as a result of their experience in mail-order advertising and the perspective gained from also serving general, farm-line, and industrial advertisers distributing through the conventional channels. Currently it is most active in a highly competitive situation, where it has the assignment of securing more than 50,000 spare-time agents a year for the sale of greeting cards direct to

consumers through mail-order advertising in magazines. Other mail-order items handled include correspondence and resident schools, books, insurance, needlework material, wearing apparel, horticultural products, baby goods, and specialty items.

#### **Record Keeping Comes First**

"In mail-order," says Mr. Smith, "we go by the book. Media selection is made largely from intelligent analyses of past performances. Since every advertisement is keyed, we have reliable research data to go by. Of course, we are always accountable for the results. Every insertion must sell at a profit or be eliminated from future schedules."

"Records of results are kept by our clients, either on their own forms, or on forms that we supply to them. (See sample Form A.)

"They pass along the results to us and we retabulate the data by copy appeals, by media, by position within media, by space size, and by other factors. Our media decisions are based on proved results, plus judgments of three kinds.

"First, in competitive situations we have to calculate what competition will do; and avoid head-on collisions in the same medium.

"Second, we have to take into account pertinent changes in media and markets that have occurred or may occur since our last sales results were secured.

"Third, we must be alert to recommend new media worth testing when they develop.

"So we have to add horse sense to the factual measurement of relative impact or readership represented by sales. We use sales results instead of Starch; then we add knowledge of the markets in which our clients operate."

(Continued on page 76)

# Now! Blessed Relief from Bar Charts



A fast-fast-fast answer  
for media men who can  
digest any more statistic  
about Chicago newspaper

In the last month or so, Chicago newspapers have announced a lot of changes—in rates, readership, coverage, and so on. And with each change, another bar chart

Now comes good news from the bar chart capital of the world: No more bar charts! Because all any busy media man really needs to know is that these facts haven't changed:

It takes two or more newspapers to sell Chicago, and in every major buying category

**TOP TWO  
FOR THE MONEY**  
are the  
**CHICAGO SUN-TIMES**  
**CHICAGO DAILY NEWS**

Note to Bar Chart Lovers:  
For specific information on how Tribune and American rate changes have affected the figures in "Chicago NOW"—call your Chicago Sun-Times or Chicago Daily News representative.



(Continued from page 74)

then we add knowledge of media changes; and mix these factors together into a finely calculated risk."

### *Analysis of Sales*

Sales results for each advertisement are analyzed for their profitability as well as for their gross sales productivity. In the greeting card field, for example, each advertisement is related by key number to:

Publication,  
Date of issue,  
Size of insertion,  
Cost of advertisement,  
Inquiries produced,  
Cost per inquiry,  
Number of agents signed on trial  
basis,  
Agents signed as percentage of

inquiries,  
 Number of agents who pay,  
 Payments as a per cent of agents  
     signed on trial,  
 Dollar sales,  
 Dollar sales per active agent,  
 Advertising cost for each active  
     agent,  
 Sales-to-advertising cost ratio  
     (dollars of sales per dollar of  
     advertising plus cost of sample  
     outfit).

### **Profit per Medium**

This record is kept on each advertisement by Mr. Stetz on a form similar to sample Form B. It gives him a ready comparison of media and factors about each medium. For example, he may find that general magazine "AAA" produces the largest

number of active agents and the greatest sales result per advertising dollar. He also may find, for example, that 28-line advertisements in the shopper's guide section of specialty magazine "B" produces larger sales per advertising dollar than ROP full pages. So the records are used for position requests and size considerations as well as for media selection.

"We try," says Mr. Stetz, "to be reasonable about our position requests. On small space (say 14 lines) we can't expect to be placed above or before larger space. We do get a lot of help from magazine make-up personnel and media representatives when requests are reasonable. Requests like separation from competition are usually complied with. The space representatives know we base our requests on reason rather than whim. They know that compliance with our requests will help results, upon which future schedules will be based. Of course, on page space, position is individually prearranged in relation to the other contents of each issue, down to getting page numbers assigned if possible. Positioning of intermediate size space as well is a major responsibility of our space buyers.

"Most makeup men are able to avoid the pitfalls of poor positioning, but sometimes we will have difficulty with media that are not accustomed to handling mail-order. For instance, they may not take the trouble to provide for easy accessibility of coupons in small ads, avoid coupons backing up with ads on the reverse pages, and realize the importance of legible key numbers. But good mail-order media are alert to cooperate to the peculiar needs of this field. Shopping Section editors help the mail-order novelty houses, for example, to stagger the items featured, so that competitors very seldom display the same item in the same issue.

### *Two Kinds of Buyers*

"There is no definite way to describe all mail-order buyers, but we do recognize two categories of readers. Perhaps the first class might be called typical mail

*(Continued on page 8)*

ADVERTISING RECORD SHEET

THE PHIL GORDON AGENCY  
809 W. JUSTIN BLVD.  
CHICAGO 8, ILLINOIS

*Advertising*

Publication \_\_\_\_\_ Issue \_\_\_\_\_ Date of Appearance \_\_\_\_\_

Amount of Space \_\_\_\_\_ Key \_\_\_\_\_ Cost of Space \_\_\_\_\_

Explanation: \_\_\_\_\_

2nd class postage for mailing a copy of this sheet to you is \$1.00 per month.

DATE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total No. of Issues	Total Ad. Cost
JAN.	I	G																															
FEB.	I	G																															
MAR.	I	G																															
APR.	I	C																															
MAY	I	C																															
JUNE	I	G																															
JULY	I	G																															
AUG.	I	C																															
SEPT.	I	C																															
OCT.	I	G																															
NOV.	I	G																															
DEC.	I	G																															

Entered Since Publication Date	ENQUIRED		CLOSED		SALES Total No. & Cost Each	Cost of Ad Per \$1 of Sales	Cost of Follow-up Ad Per \$1 of Sales	Cost of Returns and Unbillable	Total Cost Per \$1 of Sales	Enter Orders on Other Side of Sheet
	Total No.	Cost Each	Total No.	Cost Each						
3 Months										
6 Months										
9 Months										
12 Months										

(Name of Advertiser)

Advertising Record (Period covered -- may be Christmas season, month or year)

Key #	Name of Paper	Cost	Days	Event per Inquiry	Advertiser No. & S	Active Sales per \$1 of Sales	Sales Ad per Active	Sales to Ad	Sales to Ad Cost plus Sample Class
	(Medium used is listed here plus other information -- space size, position, date)								

(Medium used is listed here plus other information -- space size, position, date)

(Number Number  
and per and per  
cost who cost who  
pay up pay up  
for ad for ad  
(\$3.00 (\$3.00  
more to more to  
each ad each ad  
inquiry))

(This is  
per cent  
of remittance)

*Form S*

# Are your lines In our lineup?

54,612,757

As we've often said, "San Jose Means Sales!"

Proof that lots of people agree is the 54,612,757\* lines of advertising the Mercury and News carried last year, an all-time high.

If your lines are in our 1961 lineage lineup, you'll be happy, business-wise, that our lines crossed!

Double-talk? Sure, but then everything in Metro San Jose has doubled—or tripled—in the last decade including population, retail sales, bank debits, building, and Mercury and News circulation.

For the full story, see your Ridder-Johns man or stop by next time you're around.

*San Jose*  
**Mercury and News**

Represented Nationally by Ridder-Johns, Inc.

Member, Metro Sunday Comic Network and Parade

Up-and-Coming Billion Dollar Market

\*Media Records



## Where they buy most...they

NETWORK	3 NETWORK SHARE OF AUDIENCE
<b>ABC-TV</b>	<b>37.4</b>
<b>NET Y</b>	<b>33.8</b>
<b>NET Z</b>	<b>28.8</b>

Sources: 50 Markets Nielsen TV Report Jan. 11-17. 4 weeks ending Jan. 22, 1961. Average Sun. 6:30-11 PM. Mon. thru Sat. 7:00-11:30 PM.

in documents  
cluding the co  
ers to the co  
ing buy—AB  
The facts:  
They buy mo  
wered by the  
arket TV Re  
household goods  
They watch A  
identally, is  
ecked area w  
3 networks.  
wing favors



# ...they watch ABC most\*

37.4  
33.8  
28.8  
NETWORK SHARE OF AUDIENCE  
This documented fact of life is now  
joining the country's smartest advertisers  
to the country's smartest advertising buy—ABC-TV.

37.4  
They buy most. In the market area covered by the stations in Nielsen's 50 market TV Report\*, 80% of all U.S. household goods and services are bought. They watch ABC most. This area, coincidentally, is the largest Nielsen tracked area where viewers can view 3 networks. How they divide their viewing favors in this huge market

place is on plain view on your left.

As we said, where they buy most, they watch ABC most. It follows, therefore, that where you sell most, your best buy is

## ABC TELEVISION

Albany-Schenectady / Amarillo / Atlanta / Baltimore / Boston  
Buffalo / Cedar Rapids-Waterloo / Charleston-Bethelton  
Chattanooga / Chicago / Cincinnati / Cleveland / Columbus  
Dallas-Ft. Worth / Des Moines-Adams  
Detroit / Ft. Wayne  
Fargo / Green Bay-Marinette  
Waterloo / Houston / Indianapolis  
Kansas City / Little Rock-Pine Bluff / Los Angeles / Mobile  
Milwaukee / Minneapolis-St. Paul / Miami / Newark  
Nashville / New Orleans / New York / Norfolk-Portsmouth  
Oklahoma City-Said / Omaha / Orlando-Daytona Beach / Peoria  
Philadelphia / Pittsburgh / Portland, Ore. / Portland  
Sacramento / San Antonio / San Diego / San Francisco  
Seattle-Tacoma / St. Louis / St. Paul / Tampa-Mosquene / Washington  
Oakland / Sarasota-Wilkes-Barre / Seattle-Tacoma / South Bend  
Elkhart / Spokane / St. Louis / Tulsa-Mosquene / Washington  
Wichita-Hutchinson

# THE NEW DEFENSE BUDGET

totals almost \$45 billion of which \$14 billion is for procurement, \$11 billion for operations and maintenance, \$4.4 billion for research and development, \$1.3 billion for construction. The United States Air Force controls the following expenditures for the fiscal year beginning July 1, 1961.

## AIRCRAFT:

**USAF** 70%

Of a total budget of 6 billion dollars, the USAF will spend \$4,183,000,000 or 70%.

## MISSILES:

**USAF** 75%

Of \$4 billion allocated for missiles, the USAF will spend \$3 billion or 75%.

## CONSTRUCTION:

**USAF** 68%

Of \$1,263,000,000 budgeted for military construction, which includes missile sites, the USAF will spend \$858,000,000 or 68%.

## ELECTRONICS & COMMUNICATIONS SYSTEMS:

**USAF** 63%

(Does not include electronic components of Aircraft and Missiles)  
Of \$1,079,000,000 allocated, the USAF will spend \$679,000,000 or 63%.

The USAF is the world's biggest single market... and also one of the most complex.

**AIR FORCE/SPACE DIGEST**—the professional magazine of top ranking USAF personnel and management men in aerospace industry—is pleased to offer you the new study:

### "Marketing Strategy In The Aerospace Field"

"Marketing Strategy" offers you practical marketing approaches whether you are a prime contractor, associate prime contractor, subcontractor, or any combination of these three. Prepared by the research staff of the only magazine penetrating the USAF market in depth, "Marketing Strategy In The Aerospace Field" is yours for the asking. Call the nearest **AIR FORCE/SPACE DIGEST** regional office or write:

## AIR FORCE/SPACE DIGEST

Research Department, Room 324  
Mills Building, Washington 6, D.C.  
New York—Los Angeles—Chicago—London

(Continued from page 76)

order readers. They are persons who are interested in shopping the mail-order advertisements in detail, poring over the illustrations and fine print, and are inclined to respond by mail. While some may habitually shop the ads this way, for others in this group the interest may be fleeting, aroused by a current desire or some special appeal of the advertisement. In the second class, we put readers who are inclined to race through the ad pages and those who may have a barrier of some sort against ordering or inquiring by mail.

"We cannot apply mail-order ratings *carte blanche* to media selection for other than mail-order copy, because non-mail-order advertisements can be designed to obtain excellent readership from the second class. It is not surprising that Starch scores and mail-order response do not correlate; some people who contribute to a noted or read most score and might even be motivated by the ad to purchase off the shelf or over the counter, are simply not inclined to respond by mail. Mail-order teaches us a lot about media; but the more we learn, the more we become convinced that media should be selected on an individual basis depending on the use to be made of each."

### Rules of the Road

Although mail-order findings may not apply outside the field, there are certain rules-of-the-road that can be applied to almost any advertiser within the field. People living in small towns tend to be better prospects for mail-order offers than those in the big cities; so the mail-order media buyer tends to think in terms of the least concentration in metropolitan areas. "The country circulation edition of the *New York News* and *Grit* give us the kind of small town market we want for testing most mail-order items," says Mr. Stetz. "For appealing to women, the women's service and the sheister books dependably produce high quality inquiries. The romance field usually brings inquiries at lower cost than offset lesser quality. For male appeal offers there are comparable groups of publications.

"Within this general framework, we go after certain key issues—in general, those appearing in the cold months, except for the holiday period. The best for mail-order are generally considered to be September-October and January-February. There are exceptions, of course, as in the case of seasonal offers. For greeting card agent recruiting, the July-August-September issues obtain the best response. In some cases, the age factor is significant; we have found that, by and large, the entire youth market readership conforms to the characteristics favorable to mail-order offers.

"An interesting variable revealed by our mail-order records is the length of life of certain issues. In long-pull books like the comic books, we schedule appearance dates that are pre-season in order to obtain the greatest net pull within the season."

### Use of Broadcast Media

Although broadcast media were used quite heavily for a while by mail-order advertisers, according to Mr. Smith, he believes that most of the consistent mail-order advertisers have reverted to print media. He finds that the longer time segments devoted to straight commercials needed to move the audience to mail or telephone action are no longer available at workable cost. "We accept this as an irresistible development from the fact that it's so easy for listeners to build an immunity to such commercials or turn that dial."

"In recent years, the mail-order field has been beset with rising handling and postage costs that require the utmost efficiency at the advertising level as well as in all other aspects of the business in order to render a profit. Many mail-order operations must depend on repeat orders beyond the first year to make the advertising pay out. More so now than ever before, the mail-order advertiser must have merchandise of merit, presented believably to the right market, and backed up with a liberal policy of customer service. The use of built-in research data from keyed advertising has been essential to survival and betterment."

# **Do you know...or are you guessing ...about the Food Guide?**

You can't afford to guess about a market like Chicago. Or about Chicago's most productive food medium, the Chicago Tribune's Weekly Illustrated Food Guide.

**DO YOU KNOW** that the Food Guide provides a more persuasive setting? Big pictures, illustrated features and uncluttered page layouts invite greater readership. And there's lots more to read—from 80% to 140% more editorial content than other Chicago food sections contain.

**DO YOU KNOW** that the Food Guide reaches your biggest audience? 700,000 housewives. This is hundreds of thousands more in this market than you can reach with any other newspaper.

**DO YOU KNOW** that it reaches a bigger spending audience? 76% of the Food Guide's audience consists of upper and middle income families. The average weekly grocery bill of Food Guide readers tops \$17 million—\$5 million more than is spent by any other Chicago newspaper's audience.

**DO YOU KNOW** that the Food Guide gives you all of these extras at the lowest cost-per-thousand of any newspaper food section in Chicago?

The Food Guide can help you sell more in Chicago. Get the full story from a Tribune representative.

**MORE READERS... MORE ADVERTISING... MORE RESULTS—**

# The Tribune Gets 'Em in Chicago!

# 1960 MEDIA RATE CHANGES

Prepared by MEDIA/SCOPE's Research Department

## BUSINESS PUBLICATIONS Rate Changes, January-December, 1960

(One-Time, Black-and-White Page Rates—U. S. Business Publications)

### Number of Business Papers

Circulation Groups	Total	Increasing Rates		Decreasing Rates		Range of Changes		Median Changes
		Changing Rates	Incr. Rates	Decreasing Rates	%	Low %	High %	
100,000 and over.....	37	13	12	1	-25.0	25.0	12.0%	
50,000 - 99,999.....	80	35	35	2	2.2	67.3	11.9%	
25,000 - 49,999.....	223	87	87	2	2.9	81.8	12.5%	
15,000 - 24,999.....	221	86	84	2	-17.3	40.0	12.7%	
10,000 - 14,999.....	263	74	70	4	-22.0	158.0	15.6%	
5,000 - 9,999.....	493	149	147	2	-37.5	169.0	14.9%	
2,500 - 4,999.....	319	87	87	1	1.7	138.5	14.3%	
1,000 - 2,499.....	147	25	25	1	3.8	160.0	20.0%	
999 and less.....	10	3	3	1	9.1	38.9	20.8%	
Circulation not given.....	227	34	33	1	-26.1	196.3	20.0%	
TOTALS.....	2,020	593	583	10	-37.5	196.3		

(Source: SRDS Business Publication Rates and Data, 1960)

## CONSUMER MAGAZINES Rate Changes, January-December, 1960

(One-Time, Black-and-White Page Rates—U. S. Consumer Magazines)

### Number of Magazines

Circulation Groups	Total	Increasing Rates		Decreasing Rates		Range of Changes		Median Changes
		Changing Rates	Incr. Rates	Decreasing Rates	%	Low %	High %	
2,000,000 and over.....	19	14	13	1	-12.0	40.2	11.9%	
1,000,000 - 1,999,999.....	24	15	15	3	3.0	14.3	9.3%	
500,000 - 999,999.....	37	26	22	4	-48.3	34.7	13.0%	
250,000 - 499,999.....	54	18	18	1	4.6	100.0	12.2%	
125,000 - 249,999.....	56	19	18	1	-14.3	100.0	19.2%	
75,000 - 124,999.....	51	9	8	1	-14.3	73.7	45.8%	
50,000 - 74,999.....	33	11	11	1	13.2	100.0	33.3%	
25,000 - 49,999.....	44	10	8	2	-27.2	33.3	20.0%	
10,000 - 24,999.....	44	13	13	1	2.9	69.6	15.5%	
9,999 and less.....	29	8	8	1	10.0	52.6	25.0%	
Circulation not given.....	63	9	6	3	-50.0	163.2	100.0%	
TOTALS.....	454	152	140	12	-50.0	163.2		

(Source: SRDS Consumer Magazine Rates and Data, 1960)

## NEWSPAPER Rate Changes, January-December, 1960

(One-Time Flat Line Rate—U. S. Newspapers)

### Number of Newspapers

Circulation Groups	Total	Increasing Rates		Decreasing Rates		Range of Changes		Median Changes
		Changing Rates	Incr. Rates	Decreasing Rates	%	Low %	High %	
400,000 and over.....	18	11	11	1	4.2	10.0	4.8%	
200,000 - 399,999.....	49	25	25	3	3.6	15.4	6.4%	
100,000 - 199,999.....	57	21	21	4	3.4	14.7	7.7%	
50,000 - 99,999.....	115	35	35	3	2.6	16.0	8.0%	
25,000 - 49,999.....	187	58	58	2	2.7	16.7	10.0%	
10,000 - 24,999.....	389	104	103	1	-18.2	33.3	9.1%	
5,000 - 9,999.....	400	102	102	1	2.6	33.3	14.3%	
4,999 and less.....	394	81	81	1	5.9	50.0	16.7%	
TOTALS.....	1,609	437	436	1	-18.2	50.0		

(Source: SRDS Newspaper Rates and Data, 1960)

**BUSINESS PUBLICATIONS** More than one-fourth of all U. S. business publications (28.6 per cent) raised their one-time black-and-white page rate in 1960. In the same period less than one per cent of business publications lowered this rate. In 1959, 29 per cent increased rates, compared to 26 per cent in 1958 and 33 per cent in 1957. In the year of 1960 the space cost for business publication campaigns increased by 5 per cent. The business publications selected for this tabulation include those publications that are listed in SRDS Business Publication Rates and Data, which publishes six or more issues a year, and quotes a one-time page rate. Excluded are export publications and publications sold only in groups.

**CONSUMER MAGAZINES** More magazines raised their one-time black-and-white page rates in 1960 than in 1959. At the same time, fewer magazines lowered their rates in 1960 than in 1959. In 1960, 31 per cent of all magazines increased their rates, while approximately three per cent lowered their rates. In 1960, 51 per cent of the magazines with circulation over 250,000 increased rates. However, at the same time four per cent of the magazines in this circulation group decreased rates. Among magazines with less than 250,000 circulation, 23 per cent increased rates, while two per cent decreased rates. Consumer magazine space costs rose 11 per cent during the year.

**DAILY NEWSPAPERS** In 1960 over one-fourth (27.1 per cent) of the U. S. English-language daily newspapers increased basic line rates. For the years of 1956, 1957, 1958, and 1959, the respective changes were 40 per cent, 35 per cent, 36 per cent, and 31 per cent. Among newspapers with over 100,000 circulation, 46 per cent increased rates in 1960, more than in 1959. In 1960, 31 per cent of the newspapers in the 25,000-100,000 circulation group increased rates. In 1959, 37 per cent of this group increased rates. In 1960, the average newspaper campaign space cost increased 5 per cent.

(Continued on page 86)

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March 1961



### You can quote me...

"We recommend the WLW Stations for advertising Lestoil Company's LESTARE BLEACH because they eliminate the complexities of today's time buying with their famous Crosley streamlined operation and complete cooperation."

Vice President Media,  
Sackel-Jackson Co. / Advertising Agency  
Boston, Mass.



### I'll say this...

"The Crosley Group's all-around know-how is especially important when dealing with a far reaching consumer product. Yes, the WLW Radio and TV Stations lighten and brighten any advertiser's bundle of wash!"

Broadcast Media Director,  
Sackel-Jackson Co. / Advertising Agency  
Boston, Mass.



Call your WLW Stations' Representative  
the dynamic WLW Stations ...

WLW-A

Television

WLW-I

Television

WLW-D

Television

WLW-T

Television

WLW

Radio

## 1960 MEDIA RATE CHANGES (Continued from page 82)

### RADIO STATIONS Rate Changes, January-December, 1960

#### ONE MINUTE

(Most expensive one-minute one-time—U. S. Radio Stations)

Type of Station	Number of Stations Total Changing	Increasing Range of Changes			Decreasing Range of Changes						
		No.	%	Low	High	Median	No.	%	Low	High	Median
National (50,000 Watts)	100	31	2.7	54.2	13.6%		6	-3.7	-41.7	-20.0%	
Regional (5,000-10,000 Watts)	686	205	2.9	133.3	20.0%		67	-3.6	-66.7	-25.0%	
Local (100-1,000 Watts)	2,464	468	3.8	220.0	25.0%		129	-1.0	-81.3	-27.3%	
F. M.	126	55	5.0	150.0	40.0%		19	-2.9	-64.0	-29.2%	
Outside of U. S.	102	14	6.7	125.0	25.0%		5	-6.7	-33.3	-20.0%	
TOTALS.....	3,478	773	2.7	220.0			326	-1.0	-81.3		

#### ONE HOUR

(Most expensive one-hour one-time—U. S. Radio Stations)

Type of Station	Number of Stations Total Changing	Increasing Range of Changes			Decreasing Range of Changes						
		No.	%	Low	High	Median	No.	%	Low	High	Median
National (50,000 Watts)	100	9	5.0	50.0	11.1%		2	-30.0	-50.0		
Regional (5,000-10,000 Watts)	686	65	2.9	100.0	20.0%		28	-1.2	-52.5	-25.0%	
Local (100-1,000 Watts)	2,464	266	12.9	175.0	25.0%		137	-2.4	-66.7	-26.5%	
F. M.	126	55	4.2	180.0	30.0%		22	-7.2	-66.8	-37.5%	
Outside of U. S.	102	5	2.3	233.3	185.0%		1	-7.9			
TOTALS.....	3,478	400	1.3	233.3			190	-1.2	-66.8		

(Source: SRDS Spot Radio Rates and Data, 1960)

### TELEVISION STATIONS Rate Changes, January-December, 1960

(Most expensive one-minute one-time and one-hour one-time—U. S. VHF Television Stations)

#### V.H.F.

Geographic Regions	One-Minute One-Time					One-Hour One-Time Rates				
	Total Stations	Stations Increasing	No. Range of Changes		Median	Stations Increasing	No. Range of Changes		Median	
			Low	High			Low	High		
New England	15	5	9.1	16.7	12.5%	3	4.7	11.1	7.1%	
Middle Atlantic	32	14	3.5	62.2	14.3%	13	4.2	25.0	12.0%	
East North Central	51	25	2.9	45.8	14.3%	15	3.4	40.0	11.8%	
West North Central	65	26	5.3	75.0	13.6%	23	5.0	50.0	12.5%	
South Atlantic	67	29	5.3	50.0	17.6%	26	5.9	30.8	13.3%	
East South Central	29	11	5.8	30.8	14.3%	6	4.5	15.4	9.1%	
West South Central	65	25	4.2	200.0	17.6%	18	5.6	133.3	12.5%	
Mountain	46	12	6.9	35.0	20.0%	18	10.0	25.0	20.0%	
Pacific	42	18	4.0	42.9	15.8%	15	5.9	34.6	12.5%	
Outside of U. S.	20	5	20.0	77.8	26.9%	5	12.5	50.0	21.4%	
TOTAL.....	432	170	2.9	200.0		132	3.4	133.3		

12 stations lowered the minute rate, ranging from 8.3%-40.0%.

2 stations lowered the hourly rate, 20.0% and 25.0%.

(Source: SRDS Spot Television Rates and Data, 1960)

### TELEVISION STATIONS Rate Changes, January-December, 1960

(Most expensive one-minute one-time and one-hour one-time—U. S. UHF Television Stations)

#### U.H.F.

Geographic Regions	One-Minute One-Time					One-Hour One-Time Rates				
	Total Stations	Stations Increasing	No. Range of Changes		Median	Stations Increasing	No. Range of Changes		Median	
			Low	High			Low	High		
New England	8	2	5.6	8.0		2	5.9	8.7		
Middle Atlantic	10	2	5.6	8.0		3	7.6	16.7		
East North Central	27	4	9.1	57.6	12.5%	3	6.1	42.9		
West North Central	1	1				1	80.0			
South Atlantic	8	1		50.0		1		33.3		
East South Central	7	1		28.6		2				
West South Central	3	1		100.0		1				
Mountain										
Pacific	6	3	5.3	16.7						
TOTAL.....	70	12	5.3	100.0		9	5.9	80.0		

6 stations lowered the minute rate, ranging from 8.3%-30.0%.

2 stations lowered the hourly rate, 20.0% and 33.3%.

(Source: SRDS Spot Television Rates and Data, 1960)

**RADIO STATIONS** During the past year 22.2 per cent of the radio stations changed their most expensive one-minute, one-time spot rate. More stations increased than decreased the minute rate (12.9 per cent increased and 9.3 per cent decreased). The local stations (100-1,000 watts) accounted for the greatest activity in rate changes. On the other hand, there was far less activity among the most expensive one-hour, one-time rates. During 1960, 11.5 per cent of the radio stations adjusted this rate. More stations increased than decreased rates (6.0 per cent versus 5.5 per cent). Again, most of the activity occurred among the local stations. During 1960, spot radio time costs rose 1.8 per cent.

**TELEVISION STATIONS** In 1960 fewer television stations raised their spot minute and spot hourly rates than in 1959. This represents a return to levels prior to 1959. In 1960 more than one-third (36.3 per cent) of all operating commercial television stations in the U. S. (VHF and UHF combined) increased their costliest minute rates. In 1959 this amounted to one-half of all stations, whereas in 1958 one out of three stations raised their rate. The one-hour rate shows similar changes. During 1960, the most expensive one-hour spot rate was increased by 35.7 per cent of all operating commercial television stations. In 1959, this amounted to 36.5 per cent of stations. Spot television time costs at the year end, were 9 per cent higher than at the beginning of 1960.

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# Keeping up with the Kimmelhochs—

Art Kimmelhoch is a farmer, ag school graduate. He has doubled the 160 acres left him by his father. His field crops come up earlier and greener. His livestock brings the highest prices. His farm plant is well kept. His house is new, air conditioned. He gets to Florida every winter, and has a daughter in an Eastern prep school.

Your farm is next door. How do you keep up with Kimmelhoch? Well, you start by paying a lot of attention to **SUCCESSFUL FARMING**. Kimmelhoch does! So do most of the really prosperous farmers.

Because every issue has information on markets, methods, machinery and materials—that save work, increase yields, lower costs, help the farmer earn more. His land allotment, barn layout, fertilizer application, materials handling, herd size, equipment purchases, prices, taxes and profits next year will depend to some extent on what he learns from SF this year. This magazine means money in the bank! It is not merely read—but studied, filed, referred to again. And it also helps the farm family live better.

And after fifty-eight years of service, SF has earned a respect and confidence unmatched by any other medium; and a degree of influence reflected in its very high readership, and the reception and response of its readers to advertising.

SF subscribers average holding is more than 300 acres; and their average farm cash income is about 70% above the national farm average — represent one of today's choicest class markets.

If you want your advertising to sell something, put it in **SUCCESSFUL FARMING**. And ask any SF office about the twelve new State & Regional editions!



**SUCCESSFUL FARMING** . . . Des Moines, New York,  
Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles,  
Minneapolis, Philadelphia, St. Louis, San Francisco.



*It is easy to be trapped into studying characteristics of audience reaction and media content that are irrelevant to the goals of the undertaking.*

# Media Research Can Learn From Psychological Warfare

By Dr. Robert C. Sorensen



*Dr. Robert C. Sorensen is Director of Research for THIS WEEK Magazine. Recently appointed to the Technical Committee of the Advertising Research Foundation, he was from 1954 through 1958 director of audience research for Radio Free Europe in Munich. He has been previously on the staff of Operations Research Office (The Johns Hopkins University) and assistant professor on the College of Law faculty at the University of Nebraska. He has published several articles dealing with the application of social research methods to communications media and public affairs.*

IT IS A HABIT these days to hail international communications for bringing the world closer together. So be it, but from these same media are fashioned weapons of psychological warfare being fought among several nations throughout this same world. Radio and television, newspapers and magazines, leaflets — all are being employed by many governments to do violence to men's ideas and loyalties in "target countries." It is through mass media that words and deeds accomplish prescribed objectives by conveying various degrees of influence—information, intimidation, example, inspiration, assurance, hope, and deprivation.

Past conflicts permitted only limited displays of psychological warfare. But in recent years, nuclear weapons and mass communications have been combined to confound the fate of world civilization with the outcome of what are now euphemistically called "cold wars."

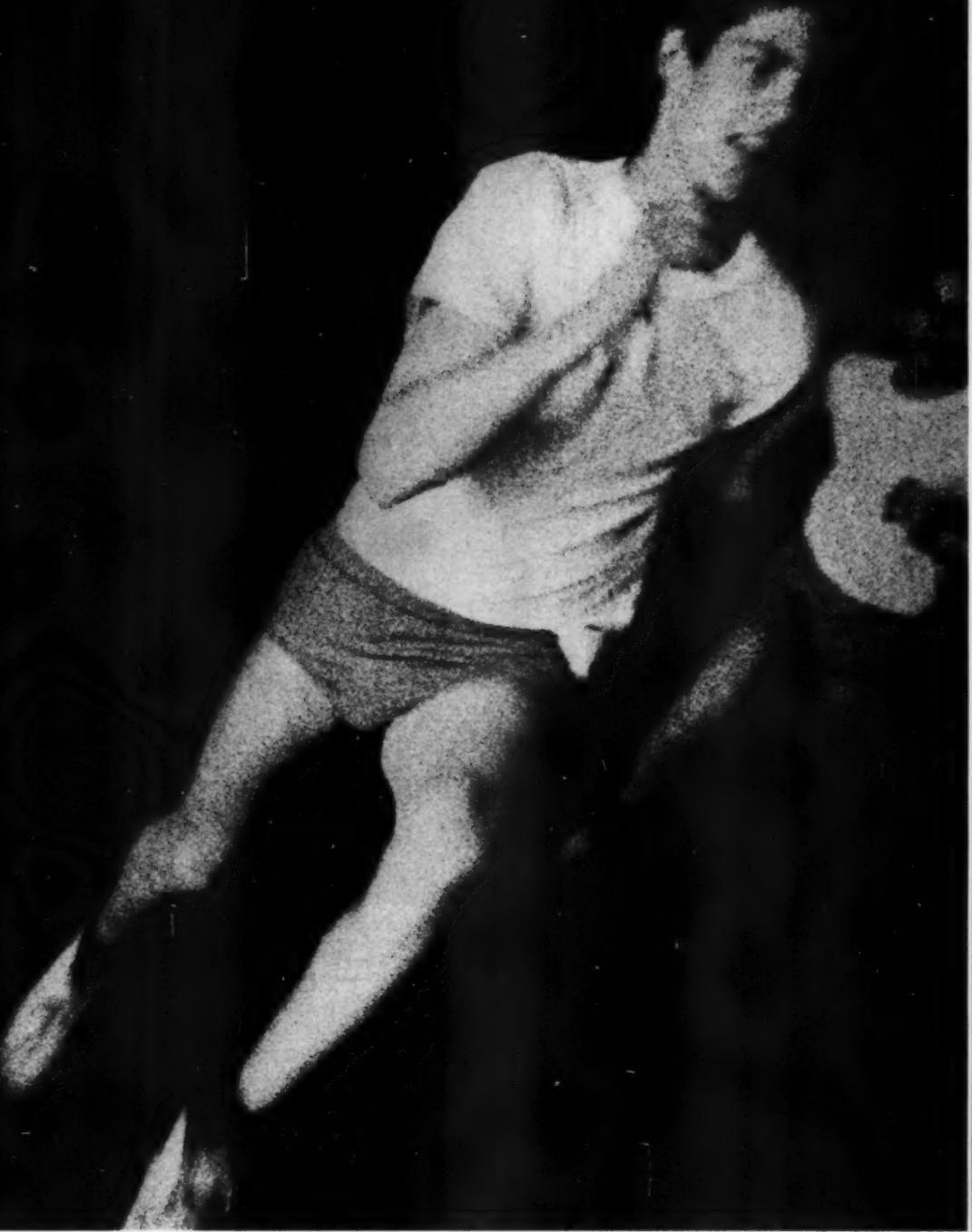
The balance of power in many parts of the world can be tipped by millions of peoples who have demonstrated a growing independence of established concepts of loyalty to their rulers. Populations are amen-

able to persuasion short of force of arms. The influence of ideas cannot be eliminated through sheer physical suppression at home because their communication from afar cannot be eliminated.

In turn, no government stands still for a calculated effort-by-persuasion to undermine its influence. A redistribution of power and values is often no less onerous than threatened destruction by force of arms.

**Media research plays an increasing role in both the operation and assessment of any psychological warfare effort.** This has certainly been the case with Radio Free Europe whose audience research effort I headed from 1954 through 1958. Its broadcasts are delivered over a private network of stations and transmitters to five East European countries occupied by the Soviet Union (Czechoslovakia, Hungary, Poland, Romania and Bulgaria). Eighteen hours each day the people in these five countries are provided in their own languages with news and information to provoke questions, ideas, and music for the sake of brain and spirit, and litera-

(Continued on page 88)



**BOOM!**

1960 was our biggest year: more ad lineage and more ad revenue than ever before. Two million one: more circulation than ever before. More advertisers than ever before. Bigger issues. Better contributors. All down the line 1960 was a record breaker for us. Take a good look at the male youth market: 12,000,000 strong. And Boys' Life is read by over

5,000,000 of them. You may have some idea of the youth publications that serve them, but could there be any more convincing statement of market coverage than this one?

Boys' Life has *far* more male readers 10 years old, 11 years old, 12 years old, 13 years old, 14 years old and 15 years old than any other magazine, *youth or adult*, and more 16 year olds than any other youth publication.\*

# BOYS' LIFE • 2,100,000 NET PAID

PUBLISHED FOR ALL BOYS BY THE BOY SCOUTS OF AMERICA

\*Write to Promotion Director, Boys' Life, 2 Park Avenue, New York 16, for the new Gilbert Comparison Study of the Male Youth Audiences of Seven Magazines: Boys' Life, Junior Scholastic, Life, Look, Saturday Evening Post, Scholastic Roto, Senior Scholastic.

**U. S. CATHOLIC POPULATION JUMPS 37.5% IN TEN YEARS . . . NOW OVER 44,000,000\***

*Penetrate this market in depth through its largest magazine—*

## CATHOLIC DIGEST

CATHOLIC DIGEST delivers over 760,000 net paid circulation with prime characteristics for you . . .

**Large families—**

Over 4.04 children per household\*\*

**Urban and suburban readership—**

Only 3.5% are rural, one of the smallest percents of all magazines\*\*

**Home owners—**

72.2% own the homes they live in\*\*

**Large consumers—**

Spend more money on food per week than any other magazine audience\*\*

**LOW ADVERTISING COST**—one of the lowest rates per thousand in the magazine field

\*Several statistical estimates run well over 54,000,000, but we are quoting the lower figure of 44,000,000.

\*\*Consumer Market Report, 1960

Daniel Starch

For advertising rates contact . . .

Eastern Representative  
McClanahan & Co.  
29 Madison Avenue, New York 17, N.Y.

LE 2-1234

West Coast Representative  
John R. Kimball & Co.  
420 Market Street, San Francisco 11, Calif.

DO 2-9183

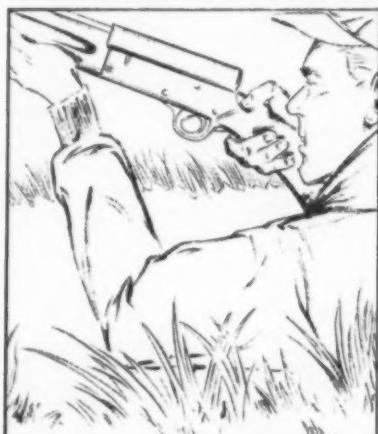
Midwest Representative  
Raymond J. Ryan & Co.  
35 East Wacker Drive, Chicago 1, Illinois

AN 3-2240

J. J. McCarthy, Advertising Director

**CATHOLIC DIGEST**  
**44 EAST 53rd STREET**

New York 22, New York PL 3-0828



### For ACTIVE Hunters!

Covering 360,000 outdoorsmen, interested in hunting & shooting — big game, varmints, wild fowl.

Write for sample copy.



**The AMERICAN RIFLEMAN** Magazine

SCOTT CIRCLE WASH. 6 D.C.

... Learn from Psychological Warfare (Continued from page 86)



ELECTRONIC EARS at Radio Free Europe's monitoring station at Schleissheim, near Munich, listens to 50 Communist radio stations and news services. Results are used by RFE's news analysts.

ture to preserve a culture now largely denied them. On a smaller scale, the official Voice of America, Radio Liberty, and BBC are also at work in these countries along with their other world wide commitments.

### Media Audience Research

It soon became apparent that an analysis of target audiences and regime media might help answer two basic questions: (1) What was the nature of the relationship between Western broadcast media and their audience-publics; and (2) How effective were Western broadcasts and what could be done to increase their effectiveness?

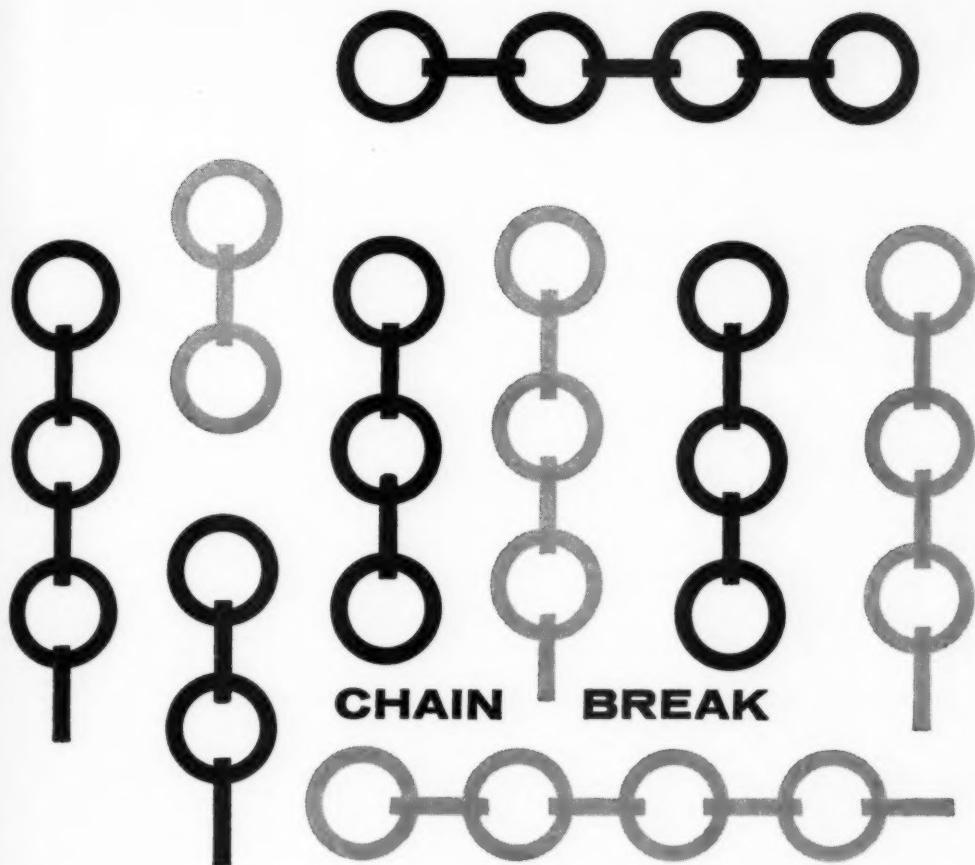
There are three main sources of information in answer to these questions: interviews with refugees and travelers from the target countries, letters from listeners, and a content analysis of communist mass media in the target countries. Each source is

employed in part to corroborate the other.

Interviews with refugees inevitably present certain obvious problems. Some refugees tend, even when encouraged otherwise, to tell the interviewer what they assume he wants to hear. Except for occasional "plants" and the usual wanderers, escaping refugees have been willing to accept lethal risks that no typical member of the country's population would take. Access to all refugees, time in which to interview them thoroughly, and availability for continuous interview exposures were among the other problems to be dealt with. In the absence of first-hand contact with the population, the audience sample can never be demonstrably adequate and representative. Yet findings from these sources have been invaluable.

Every refugee must be treated as a case history requiring considerable

(Continued on page 90)



You too can make a necklace. Join the nine pieces of chain illustrated into an endless group of fifty links. But there's a catch (jewelry comes high). You must pay yourself a dime for each link you open and twenty cents for each link you solder closed. What's the smallest sum you'll have to pay yourself for sterling services rendered?

Send us the correct answer and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. If you already have it, say so in your entry and we'll provide an equally fascinating reward.

(Commercial: Link WMAL-TV with WSVA-TV and get the puissant Washington, D. C.-Harrisonburg, Va. markets at attractive combination rate.)

# wmal-tv

abc  
Washington, D. C.

*An Evening Star Station, represented by H-R Television, Inc.*

Affiliated with **WMAL** and **WMAL-FM**, Washington, D.C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

# *the* Post-Intelligencer

**Fastest Growing  
Newspaper in  
SEATTLE**

## **America's No. 1 City In Sales Activity\***

**among all Metropolitan  
Markets of one million or  
more population**

In this fast growing Number One American city in Sales Activity, The Seattle Post-Intelligencer is the fastest growing newspaper! During the past eight years, it has outgrown its evening competitor by over 3 to 1 in circulation . . . the greatest increase of any newspaper in the Pacific Northwest!

\*Source: Sales Management "Survey of Buying Power", derived by dividing % of USA retail sales by % of US population.



Represented Nationally by  
Hearst Advertising Service

... Learn from Psychological Warfare (Continued from page 88)

interviewer rapport, not as a single statistic in a mass sample. Certain questions can be asked, the answers to which can be generalized to apply to people who have stayed behind. Obviously, the fact that refugee X was an anti-communist cannot be assumed for every person at home. But for example: if several refugees were anti-communists, yet criticize Western broadcasts and praise certain regime activities in particular ways, it can only be assumed that many of those who remained behind must have felt similarly.

### *What Influences People*

At first I was interested in audience likes and dislikes, but it became increasingly clear that people were not necessarily influenced by what they preferred. Many radio programs were sometimes to indicate that considerable learning from them had taken place.

What people expected Western media to accomplish was interesting. It surprised some professional anti-communists and some would-be propagandists from the advertising world, that anti-communists in the target countries were not interested in hearing about how bad their living conditions were, how oppressive their rulers were, or how wonderful the Western world was as compared with their own.

Sickened by communist regime propaganda, most of the audience tended to declare "a plague on both your houses" when they felt that the West had only more propaganda to complement that of the Soviet Union. Hope, they felt, was a fine thing, but realism they welcomed most of all.

In part, then, the effectiveness of any Western station is defined in terms of how well it comprehends the limits of people's reactions in a given situation. Responsible Western stations eschew any promises and assurances not only because the international situation forecloses their immediate fulfillment, but because the audience knows this well enough and is intolerant of phantasy. Various groups and ambitions within a target society change in relative significance as time

passes; psychological warfare content and technique must change accordingly. The intellectual, for instance, has come into his own as one of the prime targets during the last five years, although during the previous five years he was somewhat neglected for the peasant and church-member who were in fact the leading opponents of communism.

### *Fallacy of Direct Questions*

Whether and how the output of Western stations was perceived is thus a fundamental question. The questions we asked, therefore, were not confined to how many people were in the radio audience or how often they tuned in to these broadcasts. Like Starch or Politz ad page exposure scores, listening interview offered no proof that X number of people actually heard or perceived any specific broadcast contents in question. Moreover, it was too easy for the refugee to say what he thought we wanted to hear, to wit: "of course we listen and naturally we listen every day." "Pass-along" listeners, broadcast "exposure days," and "total audience" were statistics that I ignored. Our only boxcar statistics were reasonable estimates of Hungarian young people who were shipped off to forcible exile in the wake of their revolution.

Why have people listened to radio broadcasts at all—considering the fact that they could be jailed for listening in groups and persecuted in any case? These were the major reasons offered by Western broadcast audiences: (a) The desire for information about events, ideas and people that was deliberately being withheld from media audiences. Radio has provided a kind of bootleg knowledge and culture as well as a basis for evaluating communist media output. (b) The desire to seek diversion in what few small ways remained in a drab way of life that was highly structured in time and place. (c) The need for asserting one's independence under conditions where minimal collaboration was a necessity and the exercise of one's hostility a dangerous luxury.

(Continued on page 92)



# THE SAN DIEGO UNION AND EVENING TRIBUNE

## NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

Two metropolitan dailies — *The San Diego Union* and *Evening Tribune* — dominate the San Diego sales picture. And sales are soaring. San Diego County is among the nation's top 20 in total net effective buying income, food store sales, automotive sales, and other important sales categories.\* In the 1960 Census, San Diego County was the country's 16th largest, and the city placed 18th.

*The San Diego Union* and *Evening Tribune* have a combined daily circulation exceeding 200,000 (227,678 ABC 3/31/60). A Facts Consolidated survey shows family readership of 86.9% (evening & Sunday combination).

## The San Diego Union | EVENING TRIBUNE

\* 1960 Sales Management Survey of Buying Power

COPLEY NEWSPAPERS: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.  
(Nelson Roberts & Associates)

THE RING  
OF TRUTH



Copley Newspapers

**WSPD - Radio**  
**No. 1**  
**Salesclerk**  
 in a  
**\$355,000,000\***  
**SUPERmarket**

## *Puts you on top* in Toledo

WSPD — number one by every audience measurement — Hooper, Pulse, Nielsen. Alive 24 hours a day with effective programming and talent to bolster your sales. More national and local advertisers than any other Toledo station.

\*annual food sales in  
WSPD's circulation area

Let a Katz Representative help  
you select the most persuasive  
times.

**WSPD - Radio**  
**NBC - TOLEDO**  
 **a STORER station**

*National Sales Offices:*

625 Madison Ave., N.Y. 22  
230 N. Michigan Ave., Chicago 1

WS 5

## Learn from Psychological Warfare (Continued from page 90)

### Research into Communist Media

There are no major sampling problems in the content analysis of communist mass media. Transcripts of target country radio broadcasts are available in their entirety through monitoring systems; so are virtually all of the leading newspapers, magazines, and academic journals, along with occasional provincial newspapers. Their systematic examination enabled us to study the number of instances (press and radio items) in which any Western psychological warfare effort was mentioned, the themes employed in these references, and the techniques on our part which apparently did and did not arouse regime officials.

We have also studied the content and techniques of counter-attack employed by regime propagandists, and the particular groups of people to whom these usually critical references to Western broadcasts were addressed. Although no complete media audience studies were possible, we have learned within limits the social groups exposed to each newspaper or magazine because the East European press is aimed at very specific groups (e.g., youth, peasants, labor).

Over a period of time, the communist controlled media were mobilized to oppose Western broadcasts in thousands of press and radio items, although almost no references were made in the beginning. Of course, the effectiveness of any psychological warfare effort is by no means always reflected in the frequency with which it is mentioned by the target government. Attacks against a Western station indicate an awareness of its psychological warfare efforts, to be sure, but they sometimes also signify domestic and personal considerations or represent successful psychological warfare counter-offensive efforts.

Attacks against a Western station can be occasions for guidance to local "agit-prop" elements, vehicles for rallying support of particular groups, linkage of already discredited ideas and personalities to psychological war efforts through "guilt by verbal association techniques," and exploitation of any errors or vulnerabilities on our part—name but a few examples. Needless to say, these refer-

ences must be evaluated in terms of the known vulnerabilities of the target regime and known audience reactions.

### Breaking Media Monopoly

An examination of communist regime media was vital for one other reason. This involves the very basis for the existence of Western broadcasts—namely, to break the monopoly over mass communications which any communist regime must enjoy if it is going to be truly totalitarian. Such a monopoly exists only when a regime can do and say what it likes without fear of query or contradiction in any communications medium reaching its people. This is a franchise of some considerable worth which no dictatorship abandons lightly.

Western broadcasters have good reason to believe they have broken the monopoly, and that their broadcasts have made a difference in the mass media relationship between the Communist regime and captive peoples. The regimes have abandoned the notion that the prerogative of introducing new ideas and issues is theirs alone. (At the same time mass media in these countries are no less the tools of the regimes than they ever were.)

Moreover, a greater effort has been made on the part of media in several of the target countries to give more news and information about the West with seemingly greater objectivity. In addition, news and apologia about internal events which had previously been ignored are occasionally reported, and in sufficient detail to indicate that the regime would prefer its audience to learn first about emotionally charged matters from it rather than from an outside source. Obviously, the regime is also aware that people use Western broadcasts to check the authenticity of regime news releases; this is a goad to greater objectivity. Finally, the subject matter of communist newspapers and broadcasts has gradually broadened to meet the competition of Western broadcasts; some entertainment and jazz are among the concessions that are obviously made

(Continued on page 91)

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newspaper  
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newspaper  
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newspaper  
Washington  
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PARADE

in Washington it's the *Washington Post*

BUSINESS PREVIEW OF 1961

# Washington Post

Times Herald

SUNDAY, JANUARY 8, 1961

**Wife Slain;**  
**15, Held**

**'Blue Scout'  
First Flight  
Successful**

Van Allen Belt Rays  
Checked in Test of  
Solid-Fuel Rocket

CAPE CANAVERAL, Fla.

JAN. 7 (AP)—A Blue Scout

1½ -second solid-fuel rocket

successfully propelled a package

of sensitive measuring devices

into the lower edge of the Van Allen radiation belt.

Valuable information re-

ceived back from the 1½-second payload.

Allen D. E. Baker, rocket

designer at the Johnson Space

Center, said the package

had been designed to

survive the intense heat

encountered during the

first few seconds of flight.

After the package had

been successfully deployed,

the package was recovered

from the ocean by a U.S. Navy

submarine.

The package contained

various instruments de-

signed to measure the

intensity of the radiation

and the temperature of the

rockets.

A recovery team had been

on the scene since early

that morning. The recovery

team had been unable to

recover the package because

of the intense heat.

The Air Force and other

agencies have been exper-

imenting, most of which

has been done at the Van

Allen Radiation Belt.

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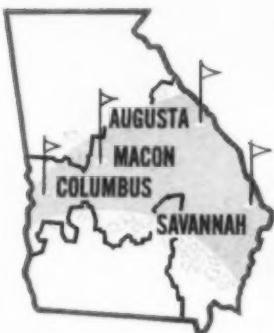
A recovery team had been

on the scene since early

that morning. The recovery

team had been unable to

recover the package because



## Play this \$2 billion fairway with the Georgia Group

Win Georgia's great \$2 billion market with the bigger, more powerful Georgia Group . . . the Augusta, Columbus, Macon and Savannah newspapers. Now 84 counties big, the Georgia Group market has a total population of 1.7 million . . . half the state of growing Georgia! This winning foursome is a package buy. It's yours with one order, one bill, one check . . . and 13% savings on 10,000 lines or more. Call your local Branham representative for full information.

# THE georgia group

SAVANNAH News and Press

COLUMBUS Ledger and Enquirer

Represented nationally by THE BRANHAM COMPANY

AUGUSTA Chronicle and Herald

MACON Telegraph and News

THE  
Arkansas  
Gazette \*

\* LEADS IN TOTAL CIRCULATION  
\* LEADS IN TOTAL ADVERTISING LINEAGE  
(Exclusive Media Records Subscriber In Little Rock)  
\* WE ARE THE LEADING PAPER BY FAR  
IN TOTAL CIRCULATION AND TOTAL ADVERTISING

there's news in little rock . . .



Oldest Newspaper  
West Of The  
Mississippi River

Arkansas Gazette  
Established 1819

Represented  
Nationally By  
The John Budd Co.

(Continued from page 92)

to diminish audience interest in culture from afar.

### What Media Research Learns

Media research for the advertiser can learn considerably from the challenges confronting media research in the psychological warfare area. Above all, the measurement of communications effectiveness is the payoff. Findings about "total audience" without regard for whether crucial elements of the target population think and act in accordance with prescribed objectives offer only misleading evidence about the results of any psychological warfare undertaking.

Media research in psychological warfare certainly makes these points clear for the "commercial world:"

**1.** A substantial difference often exists between a medium's prestige and the extent to which audience attitudes are affected by its contact with the medium.

**2.** Media do have a differential impact upon the same audience as was proved in cases where contradictory reactions prevailed with respect to similar program content. Differences in image and circumstances of exposure were found to be responsible.

**3.** Proof of audience perception of communication content is not demonstrated by its exposure to the eyes and ears of the target group. Lacking any such measurement, at any given time, the broadcaster was hard put to pinpoint any crucial cause and effect relationship between his broadcast and the activities of any specific audience group.

**4.** Broadcasters often find that audience reaction varies from that which is predicted; in this case, propaganda content is subject to tactical change in order better to meet policy objectives.

These are but some of the findings whose implications are equally challenging in the study of advertising communications effectiveness before principles of media selection become completely rational.

101.3% BUSINESS GROWTH

LEVITTOWN, PA.  
THE LEVITTOWN TIMES  
AND  
BRISTOL DAILY COURIER  
A PENN GROUP NEWSPAPER

# now NEW BULK AND FREQUENCY DISCOUNTS

from the newspaper  
that introduced  
frequency discounts  
in Delaware Valley,  
U.S.A.

**Effective Immediately,\*** The Philadelphia Inquirer offers new rate flexibility unsurpassed by newspapers in this market. These rates provide national advertisers with substantial discounts for volume and frequency, and are designed to fit the seasonal marketing objectives of the smallest to the largest advertiser.

Under the new bulk contract rates, *Daily* discounts range from the equivalent of 1.9% for 500 lines to a maximum of 20% for 100,000 lines—and from 3.5% to 16% for *Sunday* insertions.

The frequency rates offer even greater discounts—from 6.5% to 22.5%—for continuity in The Inquirer, and provide substantial savings for advertisers who plan intensive campaigns.

#### BULK CONTRACT RATES

	Per Age Line	
	Daily	Sunday
Open Rate.....	\$1.60	\$2.00
500 lines.....	1.57	1.93
1000 lines.....	1.51	1.90
2480 lines (full page).....	1.48	1.87
5000 lines.....	1.46	1.85
10,000 lines.....	1.42	1.81
25,000 lines.....	1.38	1.77
50,000 lines.....	1.34	1.74
75,000 lines.....	1.32	1.72
100,000 lines.....	1.28	1.68

#### FREQUENCY/CONTINUITY RATES

##### DAILY

Minimum Weekly Contract Lines	12 in 13 weeks	24 in 26 weeks	36 in 39 weeks	48 in 52 weeks
150 lines	\$1.48	\$1.46	\$1.44	\$1.42
300 lines	1.46	1.44	1.41	1.40
600 lines	1.42	1.40	1.38	1.36
1000 lines	1.40	1.37	1.35	1.32
1500 lines	1.38	1.35	1.32	1.30
2480 lines (full page)	1.33	1.31	1.27	1.24

##### SUNDAY

150 lines	\$1.87	\$1.85	\$1.83	\$1.81
300 lines	1.85	1.83	1.80	1.79
600 lines	1.81	1.79	1.77	1.76
1000 lines	1.79	1.76	1.75	1.72
1500 lines	1.77	1.75	1.72	1.70
2480 lines (full page)	1.73	1.71	1.67	1.64

\*Current contract advertisers, at their option, may be billed under the former rates until March 15, 1961.

## The Philadelphia Inquirer

NEW YORK—ROBERT T. DEVLIN, JR., 342 Madison Ave., Murray Hill 2-5838

CHICAGO—EDWARD J. LYNCH, 20 N. Wacker Drive, ANDover 3-6270

Detroit—RICHARD I. KRUG, Penobscot Bldg., WOODWARD 5-7260

SAN FRANCISCO—FITZPATRICK ASSOCIATES, 155 Montgomery St., GARFIELD 1-7946

LOS ANGELES—FITZPATRICK ASSOCIATES, 3460 Wilshire Boulevard, DUNKIRK 5-3557



*An editor of a leading women's magazine was quoted recently as follows: "I'll let you in on a secret. In a mass circulation market there's absolutely, but absolutely, no way to be discriminating as to geographical, economic or educational background. We just use any list that is available. When you go out subscription-wise, you have no choice—you use the same lists."*

\*

*This editor's statement may be true of subscription-type magazines. But . . . Family Circle is absolutely, but absolutely discriminating! It delivers an ultra select mass circulation market of homemakers. How? Because of its special-interest editorial appeal "for homemakers only" . . . and because its circulation is obtained not through subscription lists at all but through supermarkets.*

\*

*And what supermarkets! The Safeways . . . Krogers . . . Americans . . . Nationals . . . First Nationals . . . Colonials . . . Food Fairs . . . Winn-Dixies—just about every leading food chain you can name. What's more, thousands of independent markets, too, sell Family Circle at their checkouts.*

\*

All told, Family Circle is now distributed in some 27,000 chain and independent supermarkets in the U.S.A. That's only 7% of the total number of food stores . . . yet these stores do nearly 50% of all U.S. retail food sales!

\*

Conclusion? Family Circle's 5,250,000-plus circulation is obtained not wherever we can get it. It's concentrated where you want it: among the homemaker-shoppers of key chain and independent supermarkets that move your brand in volume!

\*

*So...why not place your advertising where your business is...in*

**FAMILY CIRCLE**  
FOR  
HOMEMAKERS  
ONLY

## Standard Newspaper Discounts

**A**S PROMISED two months ago, the newspaper representatives have made a serious attempt to straighten out the confusion in newspaper national rate discount plans.

At a recent meeting, the rate committee of the American Association of Newspaper Representatives drafted a series of model discount plans which, they hope, will codify the dozens of variations in discount structures adopted by nearly 170 daily newspapers to date.

AANR's aim is to reduce the "exaggerated complexity of rate structures" that defeat the purposes for which they are designed; i.e., an inducement for advertisers and agencies to plan and use newspaper advertising in larger space, in continuity.

AANR offers four discount plans that embrace the whole spectrum from strict continuity requirements characteristic of the various CID plans, to liberal annual bulk lineage discounts:

**Plan 1** is straight continuity; it calls for four contract duration brackets (12 weeks out of 13; 24 in 26; 36 in 39; 48 in 52), and five lineage brackets (minimum lines per week: 300, 600, 1,000, 1,500, full page).

**Plan 2** also utilizes the continuity principle, but much less restrictively. The lineage brackets are identical to those in plan 1, and so are the number of weeks advertisers are required to place space. But the contract duration in all cases is one year (e.g., 12 weeks in 52, 24 weeks in 52, etc.).

**Plan 3** is primarily a frequency discount rather than a continuity discount. Like the first two, the lineage requirements are standardized at 300, 600, 1,000, 1,500, and full page, but they are stated as minimum lines per insertion rather than per week. The frequencies required are 12, 24, 36, or 48 insertions within a contract year.

**Plan 4** is straight bulk, and offers a gradually increasing discount for nine brackets of lineage run during a year: 2,500; 5,000; 10,000; 25,000; 50,000; 75,000; 100,000; 150,000; 200,000.

In no case has AANR attempted to standardize the various percentages offered within each discount bracket,

since this is a matter determined by the internal economics of each newspaper. AANR is primarily concerned with making the various brackets of steps as uniform as possible.

The draft report has been submitted to the heads of the representative firms in the association and, says Frank Stapleton of The Bramham Company, "reaction has been the closest we've ever come to unanimous agreement." The next step is to convince publishers represented by AANR members (probably 90 percent of U.S. dailies) to adopt one or two (but preferably not all) of the standard plans. AANR spokesmen frankly admit that the discount plans are designed primarily for papers still on flat rate that are considering adoption of a discount structure. It will be more difficult to convince publishers who have already announced discount plans of their own to alter them to conform with the models, although the models are representative enough to enable most existing plans to conform with only minor changes. It is expected that most papers that go to discounts from now on will probably adopt a combination of Plan 1 and Plan 4.

Since *MEDIA/SCOPE*'s report on discount structures in its February 1961 issue, several more newspapers have adopted discount plans: Terre Haute (Ind.) *Tribune-Star*—continuity; New York *World-Telegram & Sun*—bulk (1,000 lines to 100,000 lines) and frequency (13 insertions to 156 insertions); Seattle *Times*—a complex combination of continuity discounts with both bulk and frequency features. Five papers represented by the John Budd Company will adopt a combination of continuity and bulk discounts: Mobile (Ala.) *Press Register*; Alexandria (La.) *Town Talk*; Baton Rouge (La.) *State Times & Advocate*; Johnson City (Tenn.) *Press-Chronicle*; Norfolk (Va.) *Ledger-Dispatch & Star*, *Virginia Pilot*.

In addition, two new newspaper groups offering national discounts have formed: Central Missouri (three papers); Kansas Newspaper Group (three papers). ■



**what is  
today's  
no. 1 service  
magazine?**

all these service features  
appear in January Family Circle

# Homemakers

**know the answer**

Ask the homemakers who buy your products about media. Chances are they know nothing about circulation figures, advertising pages or revenue gains. They judge media by one simple criterion: "Which magazine helps me most in my job?" Family Circle is No. 1 in service editorial, with three-quarters of the contents devoted to service features. That's a much higher portion of service than found in magazines usually associated with the term. *Service* is the big reason homemakers in ever-increasing numbers are turning to Family Circle! December circulation reached an all-time high of 6,700,000\*.

\*Publisher's Estimate



If homemakers are  
your best market,  
your basic medium  
is FAMILY CIRCLE...

**FOR HOMEMAKERS ONLY**

Action in Business



## THE PROFIT STORY:

Volkswagen sells trucks to the businessmen who read Nation's Business on the basis of profitability. To the man who owns a business, profits are of first importance. Because 8 out of 10 of the executives who read Nation's Business own all or part of their firms, Volkswagen's message is aimed at their major interest. According to the Starch Report, 37.7% of Nation's Business readers own one or more trucks—the highest of any business or general magazine.\* Volkswagen joins Studebaker, Dodge, Renault, Ford, Chevrolet, International and Mack in the advertising pages of Nation's Business—pushing truck ad pages up 33% in 1960 over 1959!



Nation's Business WASHINGTON / ADVERTISING HEADQUARTERS 711 THIRD AVENUE, NEW YORK 17, N.Y.



OFFICIALS of Anheuser-Busch, Inc., were shown an innovation in outdoor at the company's recent sales convention in St. Louis: printed, rather than painted, bulletins. The new method, developed after extensive testing, will be used for the Budweiser campaign because the company wishes to use a photographic format in all media. The two gentlemen at right discussing the full-sized model of the bulletin are Harry W. Chesley, Jr. (pointing), president of D'Arcy Advertising Co., the agency for Budweiser, and August A. Busch, Jr., president and chairman of Anheuser-Busch.



A CONSUMER CAMPAIGN in defense of advertising was unveiled at the Advertising Federation of America's recent Mid-Winter Conference in Washington. Explaining the campaign are Douglas L. Smith (left), vice president and advertising director of S. C. Johnson & Son, and A. N. Halverstadt, general advertising manager of Procter & Gamble Co.



GUESTS at a reception given recently in Chicago by *Ladies' Home Journal* for home furnishings, appliance manufacturing, and advertising agency executives attending the Furniture Mart, included three representatives of MacFarland, Aveyard Co.: Charles B. McCann (second from left), research director; Gordon Hendry (second from right), media director; Miss Yota Gallanis (center), media buyer. With them are Scotson Webbe (right), sales manager of the western division, and James Wolters (left), advertising representative, both of the *Journal*.



DEDICATION of the new Cahners Publishing Co. building in Boston brought out some 100 advertising agency executives and advertising directors. Here, discussing the program of the festivities are (from left): E. C. Johnson, publisher, *Metalworking*; Dino G. Valz, media director, Sutherland-Abbott; Norman L. Cahners, chairman of Cahners Publishing; Jackson L. Parker, media director, Chirurg & Cairns.



ADVERTISER, agency, and medium take a look at the new full-color advertisement that will be a major part of the 1961 newspaper campaign on Old Crow Kentucky bourbon. From left: Philip Lukin, president of Lawrence Fertig & Co., agency for Old Crow; Charles T. Lipscomb, Jr., president of the Bureau of Advertising, ANPA; Braddock Greene, assistant director of advertising of National Distillers, producer of the brand.

# You can get authoritative market data to help you sell in Canada:

THROUGH CANADIAN BUSINESS NEWSPAPERS.

Successful marketing in Canada requires a sound knowledge of the Canadian market. Authoritative market data, broad in scope and deep in perception, is available from Canadian business newspapers. These papers are located and edited in Canada, and have the necessary sources of information and skill of interpretation.

**Second principle:** If you want to sell Canadian business buyers, advertise in the most effective, economical media . . . Canadian Business Newspapers. They continually demonstrate the quality of their information and the vigor of their leadership; they have the respect of Canadian business, technical and professional men.

And all BNA members sustain recognized audits, so you know you are addressing only readers in the field you want to reach. Readers who know you are talking to them. Talking business.

## Business Newspapers Association of Canada

The association of 144 Canadian business, professional and technical publications.

100 UNIVERSITY AVENUE, TORONTO 1, CANADA.

100

## Business Press



Howard C. Sawyer

### Surveying Readers' Preferences

**I**N SURVEYING reader's magazine preferences, the question comes up: Is it better to use an advertiser's list or the publishers' lists?

Findings from an advertiser's list are significant only to those other manufacturers whose products and marketing problems are identical—which hardly ever happens.

Findings from publishers' lists are significant only if the competing publications are truly comparable—which hardly ever happens.

It is possible for a weak publication to win surveys of this type just because the natures of the audiences are different and the poor quality of the weak publication's audience would give it an advantage.

As an example, let's say that Publication A reaches a highly selective group of important buying individuals, and Publication B, while going to the same industry(ies), reaches people less important.

Obviously, the more important people will get and read more magazines. Thus it is more likely that an important individual will read Publication B as well as Publication A, than the less important individual will read Publication A as well as Publication B.

Want to take that over again? Asking the man on Publication B's list what he reads will most often turn up a small number of magazines. Asking a man on Publication A's list will undoubtedly turn up several other publications (including perhaps B).

The survey of A's list will yield more mentions for B than the survey of B will yield for A.

Thus, it could be that the weaker of two publications—the one reaching the smaller aggregate purchasing power—will produce a higher percentage of single mentions for itself and the "exclusives" could give that publication a big advantage when all the votes from all the lists are combined.

#### ... Or Nothing at All

There is a lot to be said for the Jones & Lamson Machine Company's (Springfield, Vt.) policy of concentrating advertising investment in a very few "top" magazines—it's better to be big *some place* rather than scattered all over—yet it works an unfortunate hardship on the publications which don't quite make the list, a hardship that extends beyond the loss of the Jones & Lamson business.

It's understandable that the winning publications will make maximum selling capital out of the Jones & Lamson example, and it is to be expected that some buyers will act accordingly, figuring to ride on the scrupulous (and highly publicized) analysis of the contenders which Jones & Lamson engaged in.

Yet—whatever reasons Jones & Lamson had for its choice, these reasons would not necessarily apply in other instances. Each advertiser, then, should make his own examination of the relative values of the magazine soliciting his business, measuring those values against his own particular conditions of product, market, and selling strategy.

Other people's schedules—like other people's media preference studies—can be deceiving—particularly when the competition is close.

#### First and Second-class Citizens?

The decision of the Post Office Department to raise the minimum for second-class postage rates to 55 per cent paid circulation (65 per cent by 1962) raises some interesting questions, and maybe the answers to these questions will throw light on an area of our business about which most of us know very little.

How many publications, finding themselves now in the twilight zone

(Continued on page 102)

# Military Electronics Advertisers!

**Are you seizing  
the special opportunity  
coming up this June?**

When the Armed Forces go window-shopping in Washington from June 6 to 8, for up-to-date radio-electronics equipment, will your products be there on display, will your firm's name be on the viewers' lips?

Not only key Armed Forces personnel, but other buyers will be window-shopping too; contractors, subcontractors, and other military electronics firms, who may need your equipment.

If you have not been able to get a booth at the Exhibit, it's doubly important you should make your presence felt. You can do this most easily by taking part in the "exhibit in print"—the May issue of SIGNAL Magazine.



## **Will carry AFCEA Convention news**

This special issue of AFCEA's own magazine will carry special convention news and information. It will be timed to come out just before the AFCEA Convention itself, so those who attend will refer to it constantly.

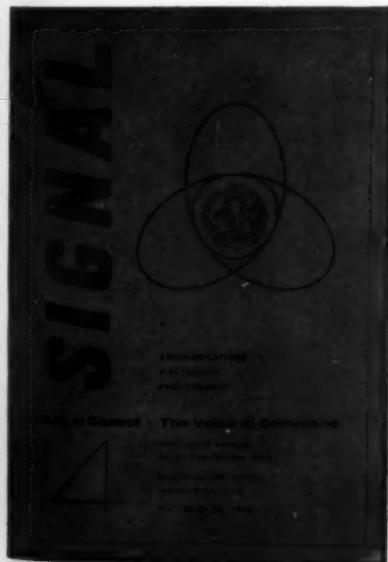
Here's your chance to keep your name strongly before the buyers; to remind them—and this is most necessary—that you have been active in military electronics and in Armed Forces telecommunications.

Rates are low: from \$300 for a full page to \$120 for a third.

### **Closing dates—**

**copy to set, March 25th  
complete plates, April 10th**

**Send in your space reservation today!**



# SIGNAL



**Official Journal of the Armed Forces Communications and Electronics Association**

**Wm. C. Copp & Associates**

**72 West 45th Street, New York 36 • MU 2-6606**

# "We would be a willing bride on coordination . . . but we object to common-law marriages."

—Braxton B. Carr, President  
American Waterways Operators, Inc., as quoted in *Traffic World*

Common ownership of competing forms of transportation is a major issue among transportation management men this spring of 1961. It erupted early in 1960 when the Southern Pacific and Illinois Central railroads sought permission of the Interstate Commerce Commission to establish a jointly-owned subsidiary for the purpose of acquiring control of the John I. Hay Co., a barge line. Such an acquisition, they said, would enable them to render better and more economical transportation services to shippers on their lines.

The shallow-draft water carriers of the United States, their interests eloquently represented by Mr. Carr, protested strongly that for the ICC to permit such a move would eventually lead to the destruction of their industry.

They were joined by shippers who felt that elimination of the independent water carriers would deprive the public of the advantages inherent in active competition among the different forms of transportation. Motor carrier and air transportation groups intervened in opposition on similar grounds.

In the evolution of this landmark case, many hours of professional and expert testimony—and heated discussion—have resulted in a recommendation by the ICC's hearing examiner assigned to the case—Hyman J. Blond—that the railroads' petition to acquire control of the barge line be denied. The case is far from being settled, however, for the railroads and other interested parties may still file exceptions to Mr. Blond's recommendations.

What is at stake, of course, is not the interests of the relatively few shippers and common carriers who might be immediately affected by the outcome of the Hay case, but the basic principle of "integrated" versus "coordinated" transportation, or common ownership versus independent

ownership of competing modes. The proponents of common ownership argue that it is essential for the economic survival of the railroads that they be permitted to diversify; the opponents claim that to permit common ownership violates a basic principle of the national transportation policy—that of the inherent advantages of competitive modes—and would ultimately result in the destruction of competition altogether.

The managements of common carrier railroads, truck lines, inland waterways operators and air lines—and the transportation executives of the industrial firms whose freight provides 90% of the carriers' revenue—have in these matters a community of interest with the government authorities charged with maintaining the competitive balances and equities of the national transportation system.

This triumvirate of carrier officials, industrial traffic executives and government regulatory officials constitutes the *transportation management group*. Responsible for far-reaching financial decisions and for large annual capital and budgetary expenditures for transportation equipment and services, this group can be defined most concisely in terms of its interest in all facets of the transportation complex.

Serving the extensive and highly specialized informational needs of the transportation management group has been the function of *Traffic World* each week for fifty-three years. In 1960, *Traffic World's* 4800-plus pages of editorial text reported factually and in detail on all the major transportation issues and developments of the day: financial, legislative, regulatory and judicial.

Service to readers is reflected in service to advertisers who have a variety of objectives: influencing transportation policies, promoting sales of transportation services and equipment, building prestige in transportation-financial circles.

## TRAFFIC WORLD

New York • Chicago • Atlanta • Palo Alto • Washington, D. C.

For more information see *Traffic World Service-Ad*, Class 148, Standard Rate & Data

(Continued from page 100)

between 50 per cent paid and 65 per cent paid, will invest the effort and the expense to meet the new level, and how many will decide it's cheaper in the long run to say forget about paid and pay the postman the extra?

At what point will the Post Office decide that *paid* ceases to be really *paid* and merely a means of getting around the postage rates? For example, is a three-year subscription costing one dollar real evidence of the recipient's desire to get the magazine?

Will fewer new publications come into being now that it will take so long to convert free circulation to enough paid to earn the lower postage rate? Or will the Post Office be sympathetic with a new magazine's intent and give it a certain amount of time, at the lower rate, in which to make the grade?

Will it ever occur to many of us on the buying side to wonder why the Post Office's differentiation between the two forms of magazine distribution ever came about in the first place? Does the fact that a publication is denied the privilege of second-class mailing mean it should be considered a second-class publication?

## The People Who Pay

Smart stunt by Jim Girdwood, *Electronics* publisher, who bound his Publisher's Statement of circulation into an issue of his book—first time I've known a publisher to do this.

Preceding the statement was a note of explanation, which identified the insert and explained its presence: "1. We want you to know what company you keep. 2. It explains why we ask so many questions of our subscribers. 3. We want you to know that the editors know who *you* are, and therefore know how to help you."

The publisher's note goes on to sell the idea of paid circulation:

"The facts in the following four pages help us describe the audience to our advertisers and prospective advertisers. This is important to you because without advertising, *Electronics* would have two alternatives:

"1. Increase the subscription price to cover the true cost of publication, or 2. Reduce the editorial service."

Whether or not you agree that paid circulation is best, you've got to agree it's smart to sell the subscribers right back to themselves.

*The persistence of Thorofare's "Billboard Specials" pays off...*

# Outdoor Advertising moves 11 carloads of oranges... increases ham sales 400% ups margarine sales 500%



*L. B. Smith, Jr., President of Thorofare's 62 supermarkets puts it this way: "Thorofare's success is the ability to choose the right item at the right price and use the right medium to advertise it. I am more than pleased with my Billboard Specials."*

## Why Outdoor Advertising shows up big in Thorofare's media mix

One reason is Outdoor's flexibility. It's quick on its feet, quick to change with a market situation. Showings are available en route to supermarkets, shopping centers or to fit any sales pattern. To date, more than 100 different "Billboard Specials" have been used by Thorofare to push the "right item" at the "right price."

Another reason is the persistence of the Outdoor message. Recent studies show a #100 Outdoor showing reaches 94% of car-owning households in the average market with a frequency of 21 times a month. This tremendous coverage, combined with tremendous frequency adds up to persistence unequaled in any primary medium.

## Outdoor persists in the mind of the viewer too!

Not only do you reach more people with Outdoor, you reach them with an unusual kind of impact—the impact of large size, bigger than life bigness! What's more, Outdoor shows your product in

dominant full color, exactly as it appears in the store.

The shopper's mind, freshly marked with the true image of your product, responds impulsively to the same image despite the busyness of mass store display.



## Outdoor brings down your cost per thousand

With Outdoor you get your audience at a lower cost than with any other primary medium — a mere 36 cents per thousand car-owning households. This averages down the cost per thousand of your total advertising program.

Let an OAI man show you how Outdoor posters, painted bulletins and spectaculairs can sell hard for you whether you sell packaged products, automobiles or soft goods.

He'll show you how a small shift of your media dollars can add the persistence of Outdoor Advertising to your marketing plan. Call him today. OAI offices are located in New York, Chicago, Detroit, Los Angeles, Philadelphia, San Francisco, St. Louis, Seattle, Atlanta, Dallas.

**OAI** **OUTDOOR**  
ADVERTISING INCORPORATED



#### Magazine Editorial Profile:

Business, travel, current events, hunting and fishing, "do-it-yourself" . . . these are some of the topics that, in addition to fraternal news, whet the reading appetites of 1.2 million Elks every month.

Add an interesting array of fiction, plus articles on sports or matters of national importance . . . that's a general outline of The ELKS Magazine.

This appealing editorial package, penned by noted writers, invites readership . . . provides the right setting for your advertising. It's the best way to sell the #1\* men's market.

\*1960 Starch Report . . . ask your local ELKS Representative to show you a copy.



New York, 386 Fourth Ave.  
Chicago, 360 N. Michigan Ave.  
Los Angeles, 1709 W. 8th St.

## Color of a Different Horse

By Lionel M. Kaufman



I think it's significant that so many of the magazine men I've talked with lately have voluntarily spread out the same question on my shoulder, and wept, "What will we do when TV has a color-audience to sell?"

Magazine men, I think, enjoy dedicating most of their worrying-hours to TV. Someone ought to remind them that when this color question breaks, it will be more than just a private spat between two media. It's well on its way to becoming a free-for-all among practically all the major media.

A sobering thought, when you realize that, not too long ago, color was exclusively a magazine product. If you wanted color advertising, there was no question about it—you wanted magazine advertising.

Today, against the dark cloud of color TV, the newspapers are stocking up their color departments with a variety of offers for the advertiser: low-cost, high quality colorgravure in the Sunday magazine; ROP color on the newspapers; pre-printed color inserts.

When the day does come that all three of these major media can deliver good full-color to their entire "circulations," what will happen?

Nothing much, except that color, of and by itself, will no longer be the deciding factor in an advertiser's media selection. *What comes with that color* will have to make the sale.

#### Color and What Else?

Do you want color with the glamour and mass audience of TV? Or color with the editorial atmosphere, long life, selected circulation of Magazine "X"? Or color, with the news value, shopper interest, local dealer influence of the newspapers? We'll just have to get back to the other fundamentals.

And what will that do to the na-

tional magazines? Let's look at what it has done to them so far.

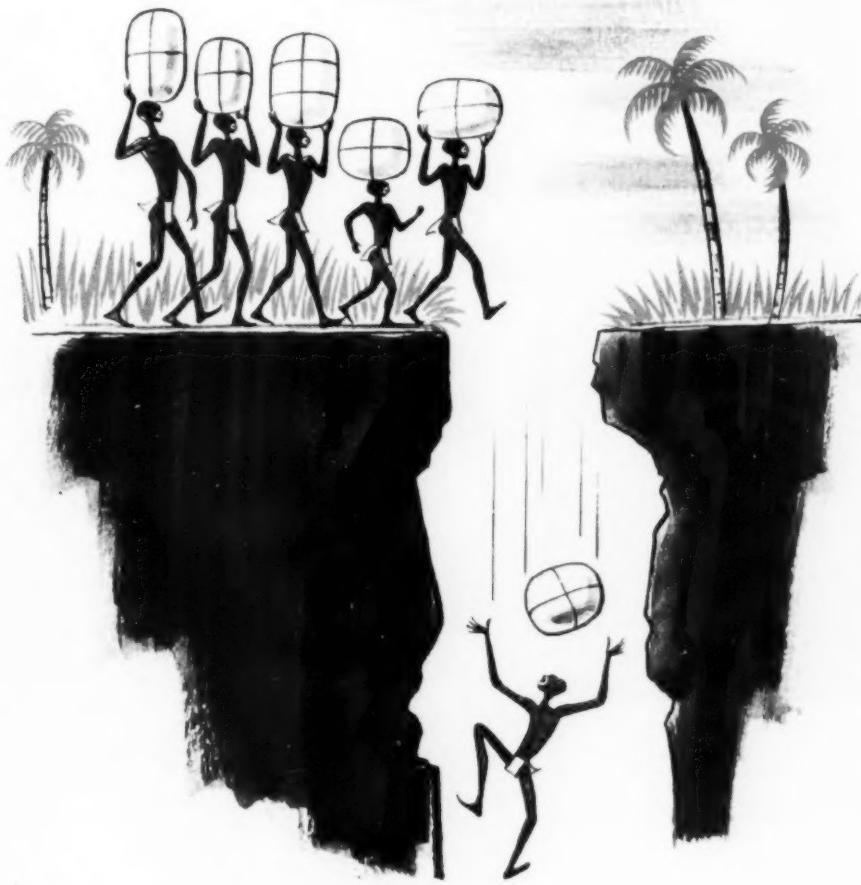
It's a quarter century since the Sunday supplement offered quality color to the advertiser, at a cost-per-thousand the magazines can't approach. Certainly that's taken business from the magazines—lots of it. But a recent Magazine Advertising Bureau 20-year study of color advertising in 56 leading magazines shows color advertising up 158.6 per cent in that period, while black-and-white had a mere 12.9 per cent advance. Color accounted for 49.3 per cent of these magazines' lineage in 1959, against only 29.8 per cent in 1939.

Must be something else about the magazines that held onto the color advertiser's business.

#### Growth of Newspaper Color

In the past few years, newspaper ROP color has impressed us all with its growth, and attracted top national advertisers by its novelty. In fact, national advertising has been ROP color's biggest customer, to date. But there are signs that the normal newspaper pattern is taking over this department, too. The Hoe Report on ROP Color (October 1960) predicted that, at today's rate of growth, the newspaper's No. 1 customer—the local retailer—should take over top billing in ROP color, too, in the year 1961.

And that old devil, television? Well, my friends, TV hasn't done so badly to date, as the only one of these three major media *without* color. Must be something else that TV has been selling the advertiser on. In fact, it's sold so many advertisers, that when it does have color to sell it won't have room to add too many more.



## SOMETHING MISSING . . .

. . . (like California without the Billion-Dollar Valley of the Bees). Your ads may carry a payload in the rest of California, but your sales-planning has a big gap if you're not in the *inland* California market. Income here is \$3½ billion — more than in 23 different states. Better get in the McClatchy Bees, the *only* newspapers effective in covering this important market full strength.

*Data Source: Sales Management's 1960 Copyrighted Survey*

## McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

Three types of discounts: McClatchy gives national advertisers discounts on bulk . . . frequency . . . or combined bulk-frequency. Check O'Mara & Ormsbee for details.

Media/Scope, March 1961



PROMOTION  
MANAGER



With competent, strategically placed information in SRDS  
**YOU ARE THERE**  
Selling by helping people buy.

## SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

C. Laury Bothof, President and Publisher

5201 OLD ORCHARD ROAD, SKOKIE, ILL.—YORKTOWN 6-8500

SALES OFFICES — SKOKIE, NEW YORK, ATLANTA, LOS ANGELES



# "Me look worried, Mrs. Grymczyk?"

"Well, if I do it's because I am worried.

"You see I run the promotion that puts across basic impression of our medium to advertisers. It does, too—gets us business.

"But that's just the *basic impression*. We've at least nine other reasons why advertisers should go along with us. Sure, our salesmen may have mentioned them all at various times—but how much will buyers remember when they're ready to buy?

"I've got the awful feeling that advertisers all over are buying our competition for some of these other reasons when we actually have better values to offer on the same points. I can put *all* of them in our *impression* promotion—how am I gonna' tell them? See what I mean?

"I'm not sure I do, Mr. Jones. But I do know this—I clean two agency offices in this building and very often when those men are working late, they're always looking things up in a book just like that."

"Oh, that! STANDARD RATE. Sure, we have an ad in there with our basic impression—HEY... wait a minute! ...

"That's it, Mrs. Grymczyk! That's the place to put *all* our good points. Every last one of them! Why I can anchor my *whole* story here where our prospects have to look before their schedules are frozen. Thanks a million, Mrs. Grymczyk!"

POINTERS ON MAILING LISTS

MediaScope's

*Check these points in developing a list for direct mail advertising*

## BUILDING A LIST

Regardless of the product or service, if it is to be sold by mail, a good mailing list is a prime requisite. One can buy a list or build his own, but in either case he should know who his prospects are and should test this market before plunging in too deeply.

### SOURCES OF NAMES

Here are some sources of prospect names:

1. Records of present customers for additional sales.
2. Names of former customers.
3. Names on letterheads and correspondence.
4. Classified sections of telephone books.
5. Standard directories such as Thomas' "Register of Manufacturers," "Standard Advertising Register," Pion's "Directory of Directors," Dun & Bradstreet, Moody's "Industrial Directory," state industrial directories.
6. Specialized directories in particular fields such as: Lockwood's "Directory of Paper and Allied Trades," Brown's "Directory of Gas Companies," "The Rubber Red Book," "Department Store Guide."

## MAINTAINING A LIST

The same vigilance that goes into building a list originally must be continued in its maintenance. If it is not, the present turnover of personnel in business, from 15 to 40 per cent annually, will soon undermine and destroy the effectiveness of any list.

2. On addressing plates. Stencils cost more to set up initially, but pay off if list is used four or more times in a year. They offer speed in addressing. Available types of equipment: Elliott, Addressograph, Speed-O-Mat, Pollard-Alling should be checked for cost and production speed best suited to a particular list.
3. Electronic addressing. In addition to existing punch-card systems, there are many new types of high-speed, automated equipment coming on the market. Such equipment offers flexibility in record keeping and addressing. It has advantages in large-scale list and mailing operations. Costs should be weighed against size and use of list and need for information.

### MAINTAINING ACCURACY

Here are some ways to maintain accuracy in a mailing list:

1. Put the source and date added to list on each card or stencil so they can be found and dropped from list when returns show they are no longer productive.
2. Test each new source of names before adding to the list. This will save many headaches and dollars.
3. Test mail names in the list by year added. Example: Mail 1,000 of same offer to 1958, 1957, 1956, and older names to determine if older names justify their retention in orders or inquiries. Generally, new names pull twice as much as names

#### SUCH AS: COOKWOOD'S " DIRECTORY OF PAPER

and Allied Trades," Brown's "Directory of Gas Companies," "The Rubber Red Book," "Department Store Guide,"

"University and City Directories, college alumni directories, directories of professional men.

8. Public records such as tax rolls, building permits, birth registrations, new business incorporations, licenses, voters' rolls.

9. Association and society rosters such as those for the American Society of Mechanical Engineers, National Electrical Manufacturers Association, National Association of Manufacturers.

10. Registration records of technical shows, expositions, and meetings in the business or industrial field in question.

11. Chamber of Commerce reports.

12. News items in newspapers, magazines, trade journals.

13. Questionnaires sent to present customers asking for names of other prospects.

14. Prospect names developed through coupon advertising.

15. Exchange of lists with companies selling related products.

efficient use of the list. Standard filing methods are:

1. **Geographic.** Filing the names alphabetically by states, by cities in each state, and by companies and individual names within cities.
2. **Alphabetical.** Filing all the names first by states and then alphabetically by individual names regardless of the cities in the state.
3. **Chronological.** Filing by either of above methods, but setting up a separate list for each new year, month, or period of time suited to use.
4. **Population groups.** Filing by states, counties, cities, rural or urban trading areas.
5. **Customer purchases.** Filing by customers, according to amount and frequency of their purchases.

Each filing method has its advantages and disadvantages. Geographical filing makes it easy to sort for mailing under third-class postage, but it permits a duplication of the same name, as one can pick up both office and home address for the same individual. For example, a person listed at his office address in New York City might also be listed at his home address in Yonkers, N. Y. This would come to light with alphabetical filing. Alphabetical filing is also best for a list in a field where the individuals shift rapidly from one job to another. While alphabetical filing prevents duplication of names, it does make the sorting of mail to be sent under third-class postage much slower.

The prospect names put in a list will be influenced by what is being sold. For example, one would not want the names of persons earning \$2,000 a year on a list as prospects for a \$300-a-year financial service. Neither would he want the names of city apartment dwellers if he was selling power lawn mowers. A list must be tailored to the market.

#### SET-UP OF LIST

Having developed prospect names from some or all of these sources, the advertiser must next decide how he is going to set up his list to make it most effective for his use. His choice of set-up depends on (1) the frequency with which he uses the list; (2) the information recorded about each prospect; (3) the size of the list.

Lists can be set up as follows, with each method offering advantages and disadvantages commensurate with its cost:

1. **On cards.** This is the simplest method. It requires no special addressing equipment, but necessitates typing or hand-addressing each time list is used.

1729, 1731, 1733, 1735, and other names to determine if older names justify their re-

tention in orders or inquiries. Generally, new names pull twice as much as names

4. The Post Office Department will correct the mailing list in any town or city for 5 cents a name (minimum of \$1.00). Cards or printed galley should be sent to the Post Master of city involved. Addresses should be zoned according to Post Office specifications.

5. Request "Form 3547," an outgoing envelope. The Post Office will notify sender of

the new address if known, or return the mail with reason for non-delivery indicated.

6. Check the list against new telephone directories. This will purge list of obsolete addresses. Phone books for all cities can be purchased through the local telephone company.

7. Have salesmen up-date names. Send each salesman the names for his territory and enlist his help in verifying and correcting addresses.

If one does not want to build his own list, he can buy ready-made lists, or have one compiled to his specifications by a List Broker. The list broker's primary business is to arrange with companies that have developed mailing lists for selling their own products to

i. **On cards.** This is the simplest method. It requires no special addressing equipment, but necessitates typing or hand-addressing each time list is used.

for a \$40-a-year financial service. Neither would he want the names of city apartment dwellers if he was selling power lawn mowers. A list must be tailored to the market.

can buy ready-made lists, or have one compiled to his specifications by a List Broker. The list broker's primary business is to arrange with companies that have developed mailing lists for selling their own products to make the lists available at a fee to non-competitive companies. Recommendation cards describing such lists are sent to prospective mailers, who pay a rental for their use. Generally, these lists are not sold outright, but the price includes addressing the user's material. The broker gets a commission from the list owner. Prices of these lists range from \$15.00 to \$50.00 per thousand depending on the size and field covered.

A good list broker can render valuable counsel in the choice of mailing lists to reach a specific market or promote a particular product or service. They can help one plan a direct mail program, select the best lists, and give him invaluable advice in building his own list. Check to see if the list source adheres to the new Direct Mail Advertising Association Code of Ethics and Standards of Practice for the rental and exchange of mailing lists. A representative list of list brokers can be obtained by writing to The Editor, MEDIA /SCOPE, 420 Lexington Avenue, New York, N.Y.

#### MEDIA /SCOPE'S MEDIA CHECK LISTS

This comprehensive check list is concerned with the points that might be considered in developing a list for direct mail advertising. Obviously, not all the points are relevant. But frequent reference to the check list will, in the opinion of the editors of MEDIA /SCOPE, increase the efficiency of direct mail operators.

Similar check lists were published in MEDIA /SCOPE last August on *The Marketing Plan Approach to Advertising Appropriations*, in October on *Sport Radio*, in November on *Spot Television*, in December on *Business Publications*, in January on *Newspapers*, and in February on *Point-*

of-Purchase Advertising

Additional check lists will be published as follows: April, transportation advertising; May, consumer magazines; June, outdoor.

#### WANT EXTRA COPIES?

Additional copies of any of the check lists are available at 30 cents each up to 50 copies, 51-90 copies at 20 cents each; bulk rates on request for more than 90. Please send cash or check with order to the Editor, MEDIA /SCOPE, 420 Lexington Ave., New York 17, N.Y.

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*a new dimension...*

# NIELSEN MEDIA SERVICE

**NMS Report  
just published**

providing, for the first time, syndicated and continuing total-audience measurements of magazine audiences . . .

. . . reporting magazine and television audiences singly and in combination, measured in the same national panel, using industry-accepted techniques.

**FOR ALL THE FACTS**

**CALL . . . WIRE . . . OR WRITE TODAY**

**NEW YORK 22, NEW YORK**  
575 Lexington Ave., Murray Hill 8-1020  
**CHICAGO 21, ILLINOIS**  
2101 Howard St., HOLlycourt 5-4400  
**MENLO PARK, CALIFORNIA**  
70 Willow Road, D'Avenport 1-7700



## **Nielsen Media Service**

providing continuing measurements of magazine and tv audiences for advertising decisions

A. C. Nielsen Company • 2101 Howard Street, Chicago 45, Illinois • HOLlycourt 5-4400

Media/Scope, March 1961

# One reason the Confederacy lasted as long as it did

If you live in or around New York you probably know a Dilly Bean when you see one. According to their commercials on WQXR, Dilly Beans are "crisp green beans politely pickled in vinegar and dill. The recipe is ancient Southern and one reason the Confederacy lasted as long as it did."

Without appearing to be modest, WQXR put Dilly Beans on the map—or at least that part of the map above the Mason-Dixon line. And Fred Papert, president of Papert, Koenig, Lois, the Dilly Bean agency, agrees:

"We all knew," he says, "that WQXR would be a productive station for Dilly Beans, but we never dreamed things would be *this* good! No media buy for any client I've ever had anything to do with has been as profitable. Measurably profitable, too . . . WQXR is terrific."

Actually WQXR did much more than just sell Dilly Beans. We started a whole flood of talk about them from all directions. Cocktail party talk. Grocery trade shop talk. Talk in major publications. (*Time* called the Dilly Bean commercials "a tribute to the power of advertising.") Talk among the 1,250,000 New York families with higher incomes and discerning tastes who listen to WQXR. (Some of them even phoned us for the Dilly Bean schedule so they wouldn't miss a single commercial).

•

What does it all mean? Simply that a dilly of a radio station for setting New York talking is

# WQXR

Radio station of The New York Times

## Servicing Buys

By Isabel Ziegler



**A**LL TOO OFTEN after a buyer buys a campaign and a representative sells a campaign to a buyer, they both feel that they have achieved their goals and that there is little more to be done. Unfortunately, this is not the case. Buying and selling is only one phase of what an advertiser deserves for his money.

The timebuyer, of course, owes the client all the information that he can gather as to what the advertiser has bought. Hence, the flood of paperwork that goes along with timebuying. The representative also owes the timebuyer confirmation in writing of all the buys.

In addition, however, the timebuyer owes his client a lot more. He must keep the client informed of makegoods, preemptions, etc.; but, on the more important side, he must keep the buy up to standards and not let it deteriorate. On the positive side, he must try to improve it by constantly re-appraising what he has bought and looking for improvements. The improvements can come from the station he is already on when new and better time periods open up, or they can come from another station that might be in a better position to offer something than it was at the time the initial buy was made.

Many factors enter into this situation. Changes in affiliation, facilities, and power—and changes in programming, personalities, or publication of new rate cards have to be watched and then re-evaluated. All this means constant reading of trade publications which carry many announcements of the changes in our industry, and granting interviews to representatives to find out what they have to offer or what changes have taken place among the stations on their list. Our business has one constant attached to it—and that is change. Anyone who can't

keep up with it, just can't do a good job for an advertiser. Any timebuyer who does not encompass this work into his buying, is only doing half the job.

The same holds true for the representative. A representative has the same responsibility to his clients—the agency and the station. The agency expects that he will help the buyer in performing these never-ending policing tasks. The station wants to be sure that once the business is his, it will not go to a competitor. The station that did not get the business wants to get the business and expects that the representative will continue to pitch for it.

Unfortunately, all that is necessary to be done by the buyer and the representative involves time. The buyer is probably engaged in buying another campaign or helping to plan another campaign. The representative is out on the street trying to get more new business. Servicing buys from either standpoint is time consuming. Both the management of the agency and the representative firm should be aware of this. Unfortunately, all too often, this phase of our business takes a back seat.

The networks in most cases have managed to overcome this by forming a separate department which is sometimes called the "Sales Service Department." This frees the original salesman who has sold the buy so that he can look for more business and bring in more money. The development of this department allows the buyer, too, to get all the information he wants from a centralized group that has the data at its fingertips and which is always available. It allows for generally better working relationships; the buyer gets what he wants when he wants it and is more likely to feel kindly toward his buy.

# Eschew the Straw

FARMING is as old as getting up before breakfast, or older, and there are those whose ideas about farmers haven't changed since they last saw the sun rise. One finds no more straw-chewing hayseeds in Iowa than in a rush-hour subway crowd. Don't be misled by attire.

Iowa farmers are big businessmen, even though they wear few white-on-white shirts while working. They operate some 190,000 farms whose average size is 185 acres. They till only 1.89% of the total land area in the continental U. S., yet Iowa ranks second among the states in total value of agricultural and livestock production (hogs, 22% of U. S. total; corn, 19%; oats, 18%; soybeans, 12%). Average gross income per farm in 1959 was 68% above the national average. For the first nine months of 1960 total gross income was \$1,808,592,000—up 5% over the same period of 1959.

Farms are becoming highly mechanized; they grow bigger; fewer people are needed to run them; folks move to town and find jobs in business and industry. Iowa now outranks half the states in number of manufacturing plants.

Iowa's population increased 5.2% in the last decade. The increase in WMT's home county (Linn) was 31.3%; in Waterloo's county (Black Hawk) it was 21.9%. Other Eastern Iowa counties in our coverage area also show gains above the state average.

We're carrying the torch for farmers because we like torches and farmers—and WMT

Radio blankets some of the richest farming area in the world, including 25% of all the Grade A land in the U. S. We start early (5 A.M. daily) to supply farm service information and entertainment. Last year we had more than 100 farm sponsors, 25% of them with us ten years or more. Our farm service department is staffed by three full-time college graduates, all born and raised on farms. Even in moments of stress none chews straws.

**WMT—CBS Radio for Eastern Iowa.**  
National representatives, The Katz Agency.  
Affiliated with WMT-TV, Cedar Rapids—  
Waterloo; K-WMT, Fort Dodge; WEBC,  
Duluth.



# PROMOTIONS AND PRESENTATIONS

**Architectural Forum** notes at least one factor that militates against the sharp peaks and valleys of the business cycle. It is rebuilding, which tends to increase fastest as new construction falls off. To cover rebuilding, repair, and maintenance, expected to account for expenditures of \$30 billion this year, last month's issue of *Architectural Forum* introduced a special new section. First article points out that rebuilding is also sizable in boom times, that it varies considerably from city to city, and that non-residential rebuilding has accounted for an ever greater share of rebuilding since 1950.

**Broadcasters Promotion Association** has approved publication of an idea book for members. "The Best of BPA" will include highlights of promotion and merchandising ideas from the group's monthly bulletins to members.

**Bureau of Advertising.** Some 1,500 advertiser and agency executives are getting a first-hand look at 50 different newspapers from all parts of the U. S. and Canada. Through the "VIP Mailing" project, carried out jointly by the Bureau and the Newspaper Advertising Executives Association, the VIPs are receiving a different newspaper every two weeks.

**Seventeen.** A 24-page portfolio in this month's issue launches the magazine's 1961 "Spring Fever" promotion. Some 181 participating department and specialty stores—18 per cent more than last year—received merchandising kits including display material, ad mats, and suggested radio and TV commercials, to promote their girls' Easter and spring wear. *Seventeen* staff members are visiting stores in major markets to organize fashion shows and other spring events.

**WOR-Radio.** A brochure on WOR's coverage of December's Brooklyn plane collision includes results of a Pulse survey taken the evening of the disaster. They indicate that two-thirds of the respondents heard the story on radio, and that

42 per cent heard it first on radio. WOR cancelled all shows and commercials for nearly three and one-half hours of continuous on-the-scene action, feeding more than 20 out-of-town stations, from California to Quebec, and drawing a pile of favorable listener mail.

**Time** isn't leaving promotion of public service to broadcasters. Not one, but two recent brochures point up *Time's* news coverage. "Since Time Began" reprints pictures and captions recalling major news breaks of each year since 1923. "First Report from the 87th Congress" reproduces a floor plan of our Capitol Building, lists Senators and Representatives by state, and gives a run-down on the new administration and its problems.

**WNTA-TV's** Mike Wallace is the voice behind the New York station's new film presentation which made its debut last month in Los Angeles and San Francisco. Major points covered are the station's programming, critical laurels, awards, and "quality and loyalty of viewers and sponsors."

**The Pulse, Inc.** The average radio quarter-hour last summer drew an additional out-of-home audience of nearly 2.6 million U. S. families, raising the total audience in 29 major markets studied by 34 per cent. Added out-of-home listening, however, varied considerably from market to market. Detroit and Baltimore, with 41.2 per cent and 40.4 per cent, led in per cent of listeners added by out-of-home. Peak summer listening was recorded by Buffalo, Los Angeles, and New York.

Half of 500 New Yorkers queried on entertainment preference by another Pulse survey, named television as the leisure activity providing most pleasure. Some 37 per cent chose newspapers as the source from which the average person learns most. In this latter category, books got 28 per cent of the votes, television took 24 per cent, and 3 per cent selected magazines. In reply to another question, the majority of men and women interviewed ranked refrigerators and

telephones ahead of TV as appliances they would least want to be without. Television, however, was preferred to such items as radio, washing machines, air conditioners, and record players.

**Bureau of Broadcast Measurement** has released its estimates for fall 1960, indicating Canadian population, households, and television households by province, city, and census division. Population and households are also given by county, census division, and their subdivisions.

**Richmond Times-Dispatch and News Leader** also map the four "major newspaper markets of Virginia" and provide population, household, and income data, and sales of 10 types of retail outlets for each. Brochure "The Richmond Newspaper Market" includes a table showing 1958 wholesale business in 13 Virginia cities. For the Richmond area, the report estimates sales of nine food chains and details the newspapers' coverage of each county in their own 40-county market.

**Industrial News** breaks down circulation of its three editions by number of plants served in each of seven SIC categories, 33 through 39. Three editions are the monthly *Pacific Southwest IN*, covering 11 Western states, the bi-weekly Northern California edition, and the weekly Southern California *Industrial News*. Brochure includes 1960 VAC audit statements, readership and buying influence data, rates, and circulation performance of four Western competitors.

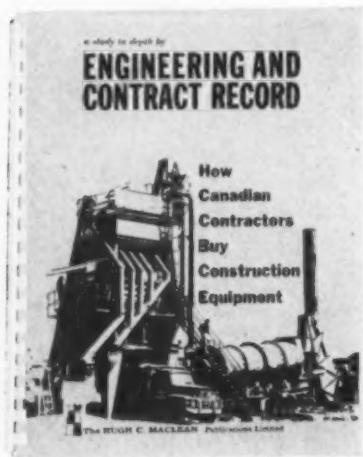
**Modern Garden Center's "The Profit Picture"** reports that 41 million prospects "taking an active interest in their lawns and gardens" represent an annual market of \$4 billion for garden supplies. According to the 31-page booklet, 1.75 million new homes should be built each year during the '60s, adding 100,000 acres of new lawn each year to the national landscape. Report covers sales volume and lines handled by the garden supply dealer, with breakdowns for everything from power mowers and playground equipment to housewares and pet supplies.

New York is change. 28,000,000 square feet of new office space in the past five years. Another 11,000,000 under construction. Enough new buildings to make a good-sized city on their own. In New York, just part of a constant story of change. New is the word for New York. So is The New York Times. It serves New Yorkers with the most news. It sells them with the most advertising. New York is The New York Times.

"Used to be the West Side was —well, the West Side. Now it's hard to tell where you are. Parts of Sixth Avenue, you have to look at the street signs to make sure you're not on Park or Third."



**Engineering and Contract Record.** More than 60 "depth studies from the buyer's viewpoint" inquire into how Canadian contractors buy construction equipment, and factors



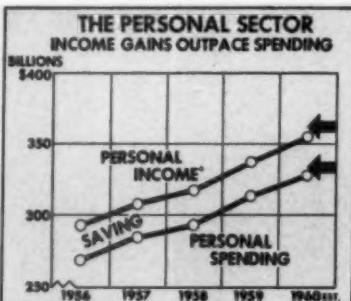
influencing their purchases. By applying techniques of the award-winning "London Study" to the specific area of engineering construction, case histories are developed on three separate equipment and parts purchases by each of eight Ontario-based construction firms. Findings, reported in a 124-page book, show the contractor becoming "increasingly concerned with high costs of equipment buying and operation. He is tightening his cost and other controls in attempts to buy more rationally and efficiently." —A.

**Avery-Knodel, Inc.** A report on Kansas describes the 120,167-farm market in WIBW's 94-county coverage area, as well as the area's military installations and industry, including oil—"a comparatively new industry" making Kansas fifth oil and gas producing state in the U. S. Report also covers WIBW's programming, originating from 67 of the 94 counties, and the Topeka radio station's personalities, facilities, audience, package rates, and merchandising. Latter includes monthly farm and sales bulletins available to advertisers, and shelf exposure reports on

their products. Appendix gives county-by-county demographic, consumption, crop, and livestock data. —B.

**Drug Topics Red Book's** first annual "Cumulative Supplement" pinpoints specific changes in listed new products, including new sizes, price and name changes, and even discontinued items. Listings also tell what each product is for, how it's used, proper dosage, contraindications, precautions, and how and by whom supplied. \$2.00.—C.

**McCann-Erickson, Inc.** Third report in "The Decade of Incentive" series is "a marketing profile" of that decade's first two years, 1960 and 1961. In general, says the booklet, there was nothing in 1960's "readjustment to a non-inflationary normal" that should alter the long-term optimism for our economy expressed in the first report. Despite 1960's abnormally high unemployment, considerable margins of unused manufacturing capacity, and reduction of demand for both inventory and capital goods, says the report, general



level of activity remained high, and the year's activity fell "squarely on the economy's normal long-term growth trend in the post-war years." General forecast for this year: A resumption of growth in "the very near future" in an environment of intense competition. The 27-page booklet includes 11 pages of graphs illustrating trends of main economic indicators. —D.

**Electrical Merchandising Week** places radio set production for 1960 at 10.6 million units, up from '59, 10.07 million. Retail value of radio sets, however, dropped to \$314 million from \$320 million in 1959. Television set production as well as sales were down from 1959. TV units produced last year came to 5.65 million against 6.35 million in 1959. Report includes production and sales data for all electric appliances, from can openers to refrigerators.—E.

**Southwest Advertising & Marketing.** Every regional manager responding to a recent *SAM* survey reported making some kind of recommendation regarding his parent company's national media schedule. Two-thirds do it "often." And in determining their suggestions, 80 per cent said they work with their dealers and brokers. Sixty per cent even report "personally contacting local media before making their recommendations." *SAM* concludes that while regional managers have little say regarding which broad media category is used, they "may well be more important than the company's advertising agency, or national advertising sales, or marketing manager, in choosing which newspaper or which station is used in their own territories." Major factors influencing their recommendations, says *SAM*'s January article, are coverage of sales area, familiarity with medium, merchandising services offered, and programming or editorial content.—F.

**Industrial Distribution.** Results of a nation-wide survey published in January find the bulk of industrial distributors' advertising and promotion dollars going into direct mail, clinics and demonstrations, and periodical catalogs. Some 94 per cent of the distributors use direct mail, and 45 per cent report it as the most effective form of advertising. Ninety-eight per cent use phone book "Yellow Pages" and 12 per cent call this most effective. Gifts and premiums, and advertising in purchasing magazines

for 1960  
from '59;  
of radio  
314 mil.  
59. Tel-  
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units pro-  
5 million.  
9. Report  
sales data  
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73 per cent of the TV stations replying report 1959 equipment expenditures between \$10,000 and \$250,000 each. More than 25 per cent spent between \$50,000 and \$100,000. Sixty-eight per cent of the TV stations budgeted more than \$25,000 for remodeling or new construction during 1959, and all TV outlets represent a \$10.5 million market. Forty-eight per cent of the AM radio stations, 42 per cent of the AM-FM's, and 39 per cent of the FM's planned major remodeling or new construction for 1960, with all radio stations accounting for an annual market of \$37.5 million. Among trends noted: Heavy

and newspapers were rated most effective by about 10 per cent of respondents. Comparison with a similar 1953 survey shows a decline in use of gifts and premiums, and a rise in clinics and demonstrations. Survey also covered distributor use of agencies, maintenance of advertising departments, and budgeting of advertising and promotional expenditures.—G.

**Broadcast Engineering's "Profiles of the Broadcasting Industry"** reports survey results indicating an annual radio-TV equipment market of more than \$87 million. Chief engineers of



**The Pulse, Inc.** Among first results of the researcher's new "Marketing Audience Profile of Network Television Programs" are indications of "wide disparity among programs in concentrations of known purchasers of specific products." Examples: Average of female shampoo buyers viewing quiz shows was 46 per cent, compared to 55 per cent for music programs. Among specific shows, 8,000 housewives viewing "Continental Classroom" spend at least a dollar each week for soaps and detergents, against 2,132,300 such women watching "Father Knows Best." Nighttime TV apparently draws more cosmetics prospects, while daytime viewers include impressive numbers of mothers of infants.—I.

**Peters, Griffin, Woodward, Inc.** For \$15,350 a week you can buy some 49 announcements, or 80 rating points, on the top three stations in the top five U. S. markets. In one week this schedule reaches 33.4 per cent of unduplicated metro area radio homes with an average frequency of 2.4. Over four weeks, it reaches from 50

to 57 per cent of radio homes in those five markets. Frequency; 6.4. This is but one example of radio cost-performance data in "Spot Radio's Penetration," calculated for the representative firm by Nielsen. Hypothetical radio schedules in the first five, second seven, third eight, and next 80 markets were applied to actual station and time period performance in sample markets from each size group to produce answers to "how many different homes are actually reached by various spot schedules, and at what cost?" Additional breakouts showing audience composition were tabbed for daily driving times and for 9:00 A.M. through 3:00 P.M., as well as for weekends, in markets one through five and 13 through 20. Penetration data cover in-home listening only. Thus, all data represent maximum cost estimates and minimal possible results.—J.

**Richmond Times-Dispatch** and **News Leader** have listed the nation's 184 metropolitan newspaper markets in order of population, and coded each to show availability, separately, of black and one, two, and three colors. "The Availability of ROP Color" includes cumulative columns giving total circulation and population and cumulative percentage of all U. S. population represented by each color market.—K.

### WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, **MEDIA/SCOPE**, 420 Lexington Ave., New York 17.

Circle letter of reports wanted: **A B C D E F G H I J K L M N O P Q R S T.**

Your Name and Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

## Media/trends

Among several trends pointed out by Herbert Zeltner, vice president and director of media, Lennen & Newell, before the Radio and Television Executives Association last month is the eventuality that "there will probably be fewer people in media as greater use of machines automate many routine and clerical functions."

However, the president of the New York Advertising Media Planners also

noted the concurrent need to fulfill the increasingly demanding assignments of agency media departments with a greater number of personnel at the supervisory and planning levels—"people who are rewarded with higher salaries and much greater management recognition."

This same combination of circumstances may well be pushed by another use of machines, noted by Melvin Goldberg, research director, Westinghouse Broadcasting Co. Mr. Goldberg predicts that use of computers will facilitate handling of not

merely more data, but more qualitative data, including psychological data, relating program, commercial, and product attitudes of various media audiences. Correct interpretation and use of such information could well require agency media departments to send out urgent help wanted requests for more Ph.D.s.

\* \* \*

Three weeks later, before the same group, research executive representing an agency and a broadcaster lit fly at what often passes for broadcast research, but not without constructive suggestions as to what to do about it.

Regarding the latter, Frank Mayans, vice president and associate director of research, Young & Rubicam, suggested the following research needs as most critical:

- Audience profile information on a local basis.
- Program quality research on the local level, including performance of locally-originated shows.
- Station image research.
- Performance of typical schedules.
- Local market information unavailable so far from the standard syndicated services, including local share of market data.

Efforts to meet these needs, said Mr. Mayans, should be developed through station representatives and such groups as the AAAA research committee.

Following Mr. Mayans to the RTES rostrum was Melvin Goldberg, director of research, Westinghouse Broadcasting Co. Mr. Goldberg suggested that poor research, instead of being accepted by agencies, be branded with a "Seal of Disapproval." Also, he said, in order to get the kind of research needed, agencies must let broadcasters know what they want, by simply telling the station representatives who call on them daily. Such action, he asserted, would go far to alleviate what he termed too much research (often unused by agencies), too much "egoistic" research, too much "so what" research and the fact that "too many promotion men are doing station research."

# CHURCHES · SCHOOLS · INSTITUTIONS · SCHOOLS · INSTITUTIONS

THE  
PROTESTANT  
RELIGIOUS  
MARKET



Comprehensively covered by

CHRISTIANITY TODAY

and offering you:

1. The best church coverage — 180,000 ministers and lay leaders — all primary buying factors. . . . .
2. The best readership — research indicates 81% — far beyond competition. . . . .
3. The best educational and institutional coverage — reaching both the executives and board members individually. . . . .
4. The best climate — you share CHRISTIANITY TODAY'S outstanding editorial prestige. . . . .

Send today for brochure, "The Protestant Church Market" containing pertinent information, plus circulation analysis, rates and data on

CHRISTIANITY TODAY

Washington Building, Washington 5, D.C. DEPT. M.

PA.'S 12TH LARGEST CITY ZONE

**LEVITTOWN, PA.**

104,934 POPULATION

THE LEVITTOWN TIMES  
AND  
BRISTOL DAILY COURIER

Media/Scope, March 1962



PHOTO BY CORRY

## Concentrated COVERAGE where it counts...

Health and growth depend largely upon attention to the really important things.

Similarly, a business grows and prospers when the marketing program provides for the use of FIRST 3 MARKETS GROUP to attract and sell the heavy-spending families of New York, Chicago and Philadelphia — Concentrated COVERAGE where it counts most.

The average family in these 3 enormous markets enjoys an Effective Buying Income that is 28% greater than that of the remainder of the nation, and consequently spends 10% more money for All Retail purchases, 18% more for

Food, 24% more for Furniture, Furnishings and Appliances, and 84% more for Apparel than the average family in the rest of the United States.

Within the most profitable sales areas of New York, Chicago and Philadelphia — where competition is keenest and sales rewards are greatest — *there is no substitute for FIRST 3 MARKETS' solid 54% COVERAGE of all families.*

To make your advertising sell *more where more is sold* — Concentrate COVERAGE where it counts — with FIRST 3 MARKETS GROUP.



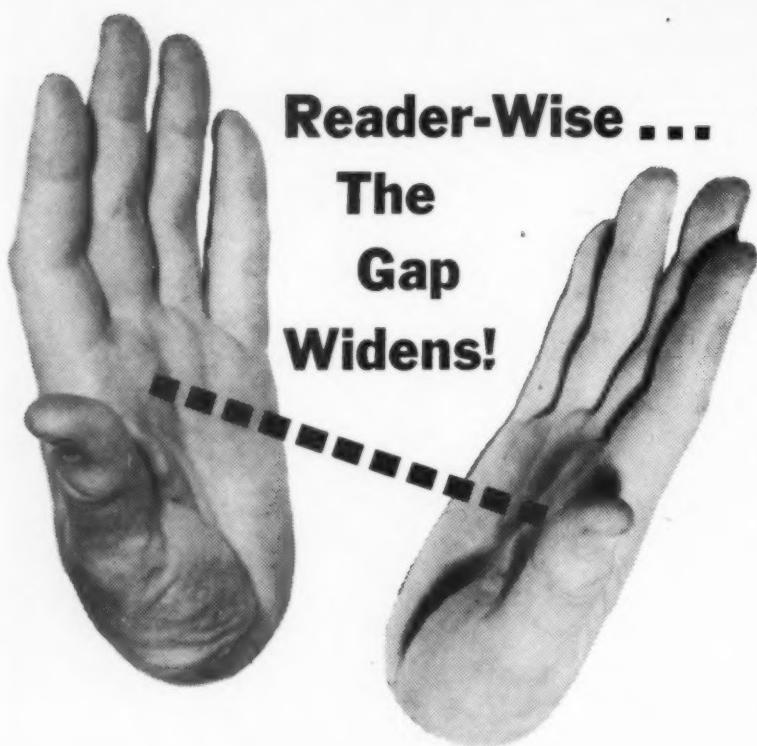
New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

MURRAY HILL BUILDING, 220 EAST 42nd STREET, MURRAY HILL 7-4894 • CHICAGO 11, ILL., TRIBUNE TOWER, STEPSIDE 7-0043 • SAN FRANCISCO 4, CALIF., 155 MONTGOMERY STREET, GARFIELD 1-7346 • LOS ANGELES 5, CALIF., 3400 WILSHIRE BOULEVARD, BUNKIRK 5-2557

Media/Scope, March 1961



## Reader-Wise ... The Gap Widens!

**With over 618,000 circulation,  
the Journal-American now leads  
the second New York evening  
newspaper by 170,000 and  
the third by over 300,000!**

During the past 3 years, Journal-American weekday circulation has gone up... Up... UP, while the other evening newspapers have gone down. The Journal-American's weekday circulation average for the 6 months ending September 30, 1960, was 55,000 above the corresponding period 3 years ago. That's one of the most remarkable newspaper circulation success stories in recent times!

*Are your current advertising plans geared to this significant trend?*

**Journal American**

Represented Nationally by Hearst Advertising Service Inc.

From A. B. C. Publishers' Statements for 6 months ending September 30, 1960

(Continued from page 118)

Those who wring their hands over the long term trend toward fewer newspapers and lessened newspaper competition may take heart. Stanford Smith, general manager, ANPA, reports substantiation of "the belief of many well-informed newspaper executives" that in the next 25 years there may well be more newspapers established and successfully operated.

Factors in favor:

- A possible U. S. population by 1975 of some 260 million, from which an estimated daily newspaper circulation of 81 million might be projected.
- Growth patterns of newspapers serving small and medium size cities (as shown in ANPA's study, "Newsprint For 1970"), particularly in fast growing suburbia and interurbia.
- New production processes.

\* \* \*

Any day now the FCC should hand down a ruling giving new impetus to FM. Already, a survey of FM broadcasters indicates that more than 20 per cent plan to start multiplexing this year, and another 49 per cent have long range plans to board the stereophonic bandwagon. Among contenders for FCC adoption as the standard FM stereo system is Crosby Teletronics, whose stereo multiplexing system made its debut at last month's High Fidelity Music Show at Washington's Shoreham Hotel.

Stereo minus the FM and AM two-receiver combination presently required is expected to attract a "vast new FM audience," says Crosby. Evidence cited is upward trend in production of FM and AM/FM radios since 1954. More than 600,000 AM/FM sets were produced in 1959 alone.

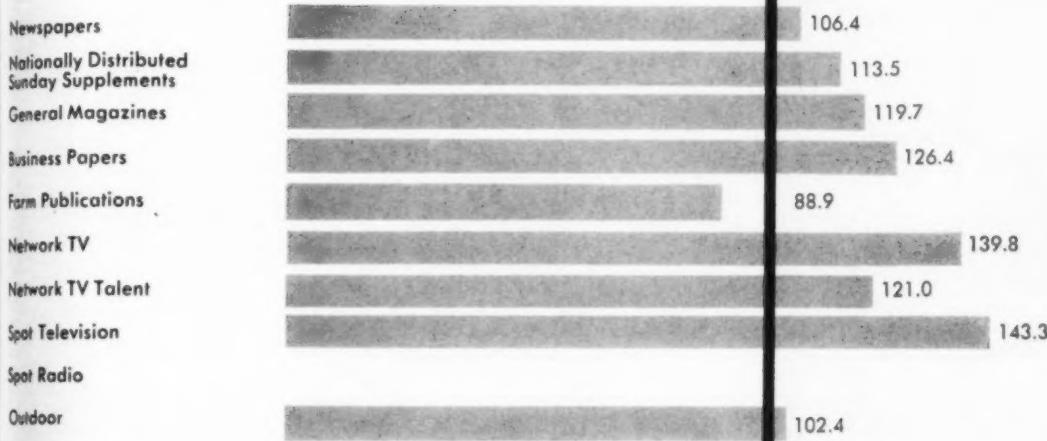
### NATIONAL AD EXPENDITURES

4th Quarter 1960

Medium	\$ Vol. 1960	% Change	Index
Newspapers	188,701,000	+2.8	106.3
Supplements	22,798,000	-1.7	115.7
Magazines	238,765,000	+3.9	125.1
Farm Publs.	8,783,000	-14.1	82.1
Business Publs.	137,243,000	+5.4	120.5
Net TV	185,000,000	+8.8	106.8
Net TV Talent	56,351,000	-2.1	125.8
Spot TV	103,000,000	+0.3	146.2
Spot Radio			
Outdoor	28,474,000	+9.8	116.2

News...  
National...  
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Farm P...  
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# Record of National Advertising Expenditures Year 1960



PER CENT CHANGE  
1960 - 1959

Year 1960	\$ Volume 1960	\$ Volume 1959
Newspapers	\$ 705,618,000	\$ 681,124,000
Nationally Distributed Sunday Supplements	83,107,000	91,781,000
General Magazines	829,728,000	760,630,000
Business Papers	562,171,000	510,600,000*
Farm Publications	47,895,000	51,645,000
Network TV	682,400,000	627,312,000
Network TV Talent	361,851,000	354,158,000
Spot Television	603,560,000	559,696,000*
Spot Radio		
Outdoor	121,574,000	114,007,000

R = Revised

Data on radio, direct mail, point-of-purchase, transportation, and other media not available quarterly on an adequate basis.

Prepared exclusively for  
MEDIA/SCOPE by J. K.  
Lasser & Co. SOURCES:  
Newspapers: Media Rec-  
ords, Inc. Supplements:  
Publishers Information  
Bureau. General Maga-  
zines: Publishers Infor-  
mation Bureau. Business  
Papers: J. K. Lasser & Co.  
Farm Publications: Farm  
Publication Reports, Inc.  
Network Television: LNA-  
BAR reports from Tele-  
vision Bureau of Adver-  
tising. Spot Television:  
Television Bureau of  
Advertising. Spot Radio:  
Station Representatives  
Assn. Outdoor: Outdoor  
Advertising Inc. Network  
TV talent and production:  
MEDIA/SCOPE.

# TOP TV SHOWS

## AUDIENCE:

Videodex National Rating Analysis • Jan. 3-Jan. 9 • Top Five Programs Daily\*

Show	Rat-ing	Net-work	Sponsor	Show	Rat-ing	Net-work	Sponsor
<b>SUNDAY</b>							
1. Ed Sullivan	29.7	CBS	Eastman Kodak	1. Untouchables	30.3	ABC	Beecham,
2. Candid Camera	28.6	CBS	Lever Brothers	2. Real McCoys	25.0	ABC	Liggett & Myers
3. Jack Benny	24.1	CBS	Lever Brothers	3. My Three Sons	24.7	ABC	Procter & Gamble
4. Maverick	22.8	ABC	R. J. Reynolds, Kaiser, Armour, Noxema	4. Ann Sothern	21.6	CBS	Chevrolet
5. What's My Line	21.9	CBS	Kellogg	5. Donna Reed	20.4	ABC	S. C. Johnson Campbell Soup
<b>MONDAY</b>							
1. Danny Thomas	27.0	CBS	General Foods	<b>FRIDAY</b>		28.3	ABC
2. Andy Griffith	25.2	CBS	General Foods	1. 77 Sunset Strip			American Chicle, American Home,
3. Cheyenne	23.4	ABC	R. J. Reynolds, Peter-Paul, General Motors, Ralston	2. Flintstones	25.1	ABC	Beecham, R. J. Reynolds
4. Hennesey	21.3	CBS	General Foods	3. Twilight Zone	22.2	CBS	Miles
5. June Allyson	20.4	CBS	DuPont	4. Rawhide	21.9	CBS	General Foods Nabisco, Parliaments, Bristol-Myers
<b>TUESDAY</b>							
1. Red Skelton	25.5	CBS	Pet Milk	5. Route 66	20.4	CBS	Chevrolet, Phillip Morris
2. Rifleman	23.6	ABC	Procter & Gamble	<b>SATURDAY</b>			
3. Wyatt Earp	22.8	ABC	Procter & Gamble	1. Gunsmoke	32.7	CBS	Liggett & Myers
4. Garry Moore	22.3	CBS	Plymouth- DeSoto-Valiant Dealers	2. Have Gun, Will Travel	29.4	CBS	Lever Brothers
5. Thriller	21.6	NBC	Allstate, Ameri- can Tobacco, Glenbrook Labs	3. Checkmate	26.6	CBS	Brown & Williamson, Lever Brothers
<b>WEDNESDAY</b>				4. Perry Mason	22.5	CBS	Colgate, Drackett
1. Perry Como	27.4	NBC	Kraft	5. Lawrence Welk	21.6	ABC	Dodge
2. Wagon Train	26.5	NBC	Ford				
3. Wanted Dead or Alive	22.2	CBS	Kimberly-Clark				
4. Price Is Right	21.3	NBC	Lever Brothers				
5. Circle Theatre	21.0	CBS	Armstrong Cork				

\* Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.

## PREFERENCE: TvQ—January, 1961 (all terms in percentages)

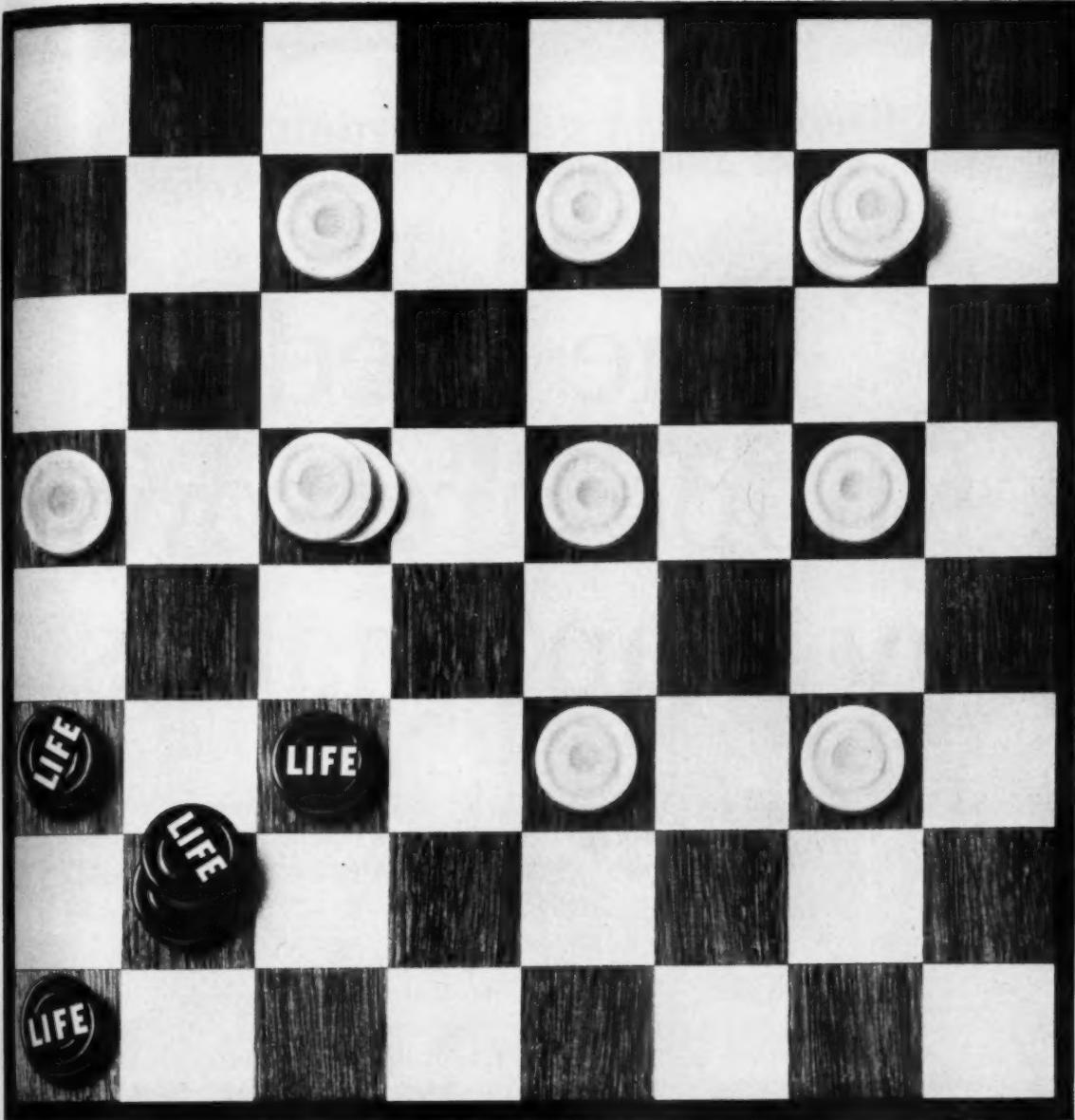
Rank	Program	Total U.S.A.		East		Midwest		South		Far West	
		Fam.	TvQ	Fam.	TvQ	Fam.	TvQ	Fam.	TvQ	Fam.	TvQ
1	Wagon Train	89	49	84	49	86	44	96	57	90	45
2	Bonanza	70	48	63	43	64	41	83	59	72	46
3	Real McCoys	84	47	79	41	85	47	89	56	82	38
4	Andy Griffith Show	59	46	50	37	61	45	69	57	51	39
5	The Flintstones	53	45	56	45	52	46	47	40	59	50
6	Red Skelton Show	85	44	82	45	86	45	89	45	83	40
7	Gunsmoke	86	41	80	40	86	39	92	45	85	35
8	77 Sunset Strip	81	41	80	40	79	40	84	45	83	36
9	The Untouchables	71	41	73	45	71	42	68	40	73	35
10	Hawaiian Eye	66	39	63	36	65	36	67	42	70	41
11	Perry Mason	79	39	76	45	77	36	85	36	79	39
12	CBS Reports	57	38	57	39	53	40	65	36	53	35
13	Ernie Ford Show	80	38	71	33	81	41	89	39	74	37
14	My Three Sons	51	38	47	41	53	39	56	39	48	30
15	Candid Camera	65	37	68	37	70	43	58	32	61	28
16	Father Knows Best	87	37	85	35	88	40	91	38	85	34
17	Rawhide	73	37	66	34	72	36	84	42	71	34
18	Surfside 6	46	36	48	35	47	33	52	41	53	32
19	Thriller	46	36	45	40	43	34	53	35	40	32
20	Rifleman	78	35	75	28	78	37	84	41	76	33

Familiarity: The proportion of respondents with any opinion about a program. This measures the awareness of the program.

Per cent Saying  
"One of My Favorites"

TvQ Score: A qualitative measurement of the degree of enthusiasm for a program. TvQ Score =  
This score is determined as follows:

Familiarity



**LIFE'S GOT THE JUMP . . .** Other magazines claim to be cleaning up. No such thing. In any game, there's just one winner—and the same is true in the magazine business. In 1960, advertisers invested \$79 million more in LIFE than in Look, \$33 million more than in the Post, because LIFE reaches the biggest quality audience each week.

About the checkers: With just two moves, LIFE wins the game. LIFE moves its checker on the far right up to the left. White has to jump it. Then the LIFE king jumps every opponent on the board.

#### Average Issue Coverage of Consumer Expenditures

**LIFE** households account for **38%** of all dollars spent on consumer goods and services

**LOOK** households account for **28%** of all dollars spent on consumer goods and services

**POST** households account for **23%** of all dollars spent on consumer goods and services

Sources: LIFE Study of Consumer Expenditures

REACH AND SELL THEM WITH

ADVERTISED IN  
**LIFE**



*Under the banner of The Advertising Council*

# The seeds of hope are sown by many hands

*"We cannot live only for ourselves. A thousand fibers connect us with our fellow-men; and along those sympathetic threads, our actions run as causes, and they come back to us as effects."*

—Melville

Take a look at the facing page.

What you see are some fairly familiar symbols of some pretty important public service causes—notices that catch your eye almost every time you stop, look, or listen these days.

What you won't see though is the effect these campaigns have had on a lot of people.

Start with the heads of business firms who contributed the money, advice and advertising support needed to make this work of The Advertising Council possible. Add to these the volunteers in advertising agencies whose gifts of time and talent brought these messages to life.

Their creative efforts in turn inspired still other people who run our magazines and newspapers, radio and TV stations, outdoor and transit advertising companies to contribute \$181,900,000 worth of free space and time during the past twelve months alone to bring these meaningful messages home to you.

These seeds were sown in fertile ground—the

hearts and minds of the free people of this country.

Only a few of these causes called for money. None of them had an axe to grind. Created in an atmosphere of voluntary cooperation, they inspired confidence in individual action. And they won your support.

As a result, ours is a stronger country, a freer country, a safer country.

Thanks to your response, classrooms grew where there had been none before. More kids went to college. Untold forest fires went unlit, and many people riding the highways owe their lives to the safety program.

You saved your money through buying Savings Bonds, and strengthened the cause of freedom through getting out the vote and sending aid abroad.

For these reasons business, advertising and media—as the private voice of public conscience—believe in furthering these public service causes through The Advertising Council.



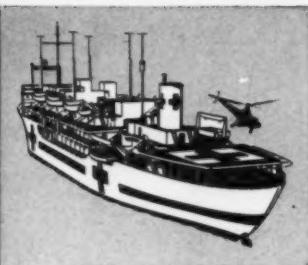
FIRE PREVENTION



UNITED COMMUNITY CAMPAIGNS



STOP ACCIDENTS



HOPE



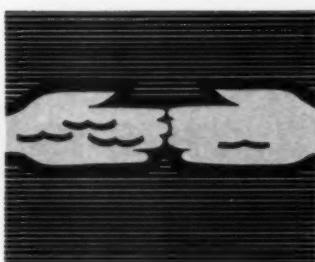
SCHOOLS



MENTAL HEALTH



CONTRIBUTE—WORK—VOTE



RELIGIOUS OVERSEAS AID



HIGHER EDUCATION



STAMP OUT PARALYTIC POLIO



CONFIDENCE IN A GROWING AMERICA



RADIO FREE EUROPE FUND



WORSHIP IN AMERICAN LIFE



1960 CENSUS



RED CROSS



UNITED NATIONS



SAVINGS BONDS

, March 1961

**THE ADVERTISING COUNCIL**  
*...for public service*



If you would like to know more about this work, this magazine suggests you write to The Advertising Council for a free booklet, 25 West 45th Street, New York 36, New York.

*The space for this message is donated by this publication in cooperation with The Advertising Council.*



## THIS IS WORCESTER

*the 2nd largest market  
in Massachusetts  
and the birthplace  
of the I.C.B.M.*

Robert H. Goddard, professor of physics at Worcester's Clark University, launched the world's first liquid fuel rocket in March 1926.

Today, Dr. Goddard is acclaimed the man who ushered in the space age. His design concepts for multi-stage rockets, gyro steering, and rocket fuels will continue to be incorporated in future missiles. Little wonder that NASA's new complex of buildings has been dedicated the Goddard Space Flight Center, in memory of Worcester's famed scientist.

This kind of leadership is strongly reflected in Metropolitan Worcester County's position as one of the nation's "Top 50" Markets — 43rd in spendable income, 48th in population, an important BILLION DOLLAR County.\*

\*Source: Sales Management, 1960

*Worcester stands for  
big business,  
yours included.*



The Moloney, Regan & Schmitt  
representative knows Worcester.

Circulation: Daily 155,015  
Sunday 183,332

WORCESTER TELEGRAM

The Evening Gazette

SUNDAY TELEGRAM

Owners of Radio Stations WTAG and WTAG-FM

## TRENDS IN NATIONAL NEWSPAPER ADVERTISING

### JANUARY 1961 vs 1960

	JANUARY 1961 vs 1960 % Gain or Loss	% of Total
--	--	---------------

### GENERAL

Alcoholic Beverages .....	-9.8	2.9
Foods .....	-7.9	13.7
Baby Foods .....	-19.2	0.2
Baking Products .....	+104.4	2.1
Beverages .....	-38.0	1.1
Cereals & Breakfast Foods.....	-23.8	0.5
Condiments .....	-9.6	0.6
Dairy Products .....	+26.1	2.4
Frozen Foods .....	-19.3	1.2
Meats & Fish .....	+0.5	1.1
Industrial .....	-22.2	3.4
Insurance .....	-14.5	1.9
Medical .....	-23.2	3.0
Public Utilities .....	-19.4	2.1
Publishing & Media .....	+1.8	13.2
Radio, TV & Phonographs.....	-33.2	1.0
Sporting Goods, Cam. & Photo Suppl.....	-27.1	0.5
Tobacco .....	-65.7	1.3
Toilet Requisites .....	-23.5	2.5
Dentifrices .....	-51.1	0.2
Men's Toiletries .....	-67.1	0.3
Perfumes & Cosmetics.....	+9.5	1.1
Toilet Soaps .....	-47.3	0.2
Transportation .....	+8.1	14.0
Airways .....	+11.4	9.7
Bus Lines .....	+24.0	0.4
Railroads .....	-24.2	0.9
Steamships .....	+4.4	1.3
Tours .....	+0.4	1.2
Wearing Apparel .....	-17.2	0.6
<b>TOTAL GENERAL .....</b>	<b>-11.7</b>	<b>73.5</b>

### AUTOMOTIVE

Gasolines & Oils .....	+518.3	6.6
Passenger Cars—New .....	-17.2	14.2
Tires & Tubes .....	+88.9	1.2
Trucks & Tractors .....	-56.7	0.2
<b>TOTAL AUTOMOTIVE .....</b>	<b>+10.8</b>	<b>26.5</b>
<b>TOTAL GENERAL AND AUTOMOTIVE .....</b>	<b>-6.7</b>	<b>100.0</b>



Was this incredible creature an ancient statue or a petrified man? In 1869, the world rocked with curiosity. People from far and near paid admission to gape at a fantastic 12-foot giant, unearthed at Cardiff, New York. Investigation proved that the Cardiff Giant was neither man nor ancient idol. Barely one year old, he was a cleverly carved chunk of gypsum. Secretly made, buried, then "discovered" by farmer George B. Hull as a money-making venture.

## THIS IS FANTASY

## THIS IS FACT

In big, wealthy Los Angeles County retail drug sales total \$358,347,000 annually. This is more than the sales in the entire states of Maine, Massachusetts, New Hampshire, Rhode Island and Vermont combined! Per household sales in Los Angeles County are \$177 as compared with only \$148 for the New England states.

In this high volume, highly competitive market, retailers must keep an eagle eye on advertising expenditures and results.

Among the four Los Angeles dailies, the drug advertisers selected the Herald-Express as their No. 1 choice in 1960, placing 798,018 lines of advertising in this newspaper. This was 63% more lineage than the second newspaper and 133% more than the fourth daily.

Here is persuasive evidence that in Los Angeles the Herald-Express moves merchandise. The drug chains have found that the prescription for sales success . . . is the Herald-Express.

Source: Sales Management  
1960 Survey of Buying Power.  
Media Records.

LOS ANGELES EVENING  
**HERALD-EXPRESS**  
LARGEST EVENING NEWSPAPER IN WESTERN AMERICA

Represented Nationally by:  
Moloney, Regan & Schmitt, Inc.

# This *SERVICE* magazine gets next to a man . . .

You can get mighty close to a man when you talk *his* language.

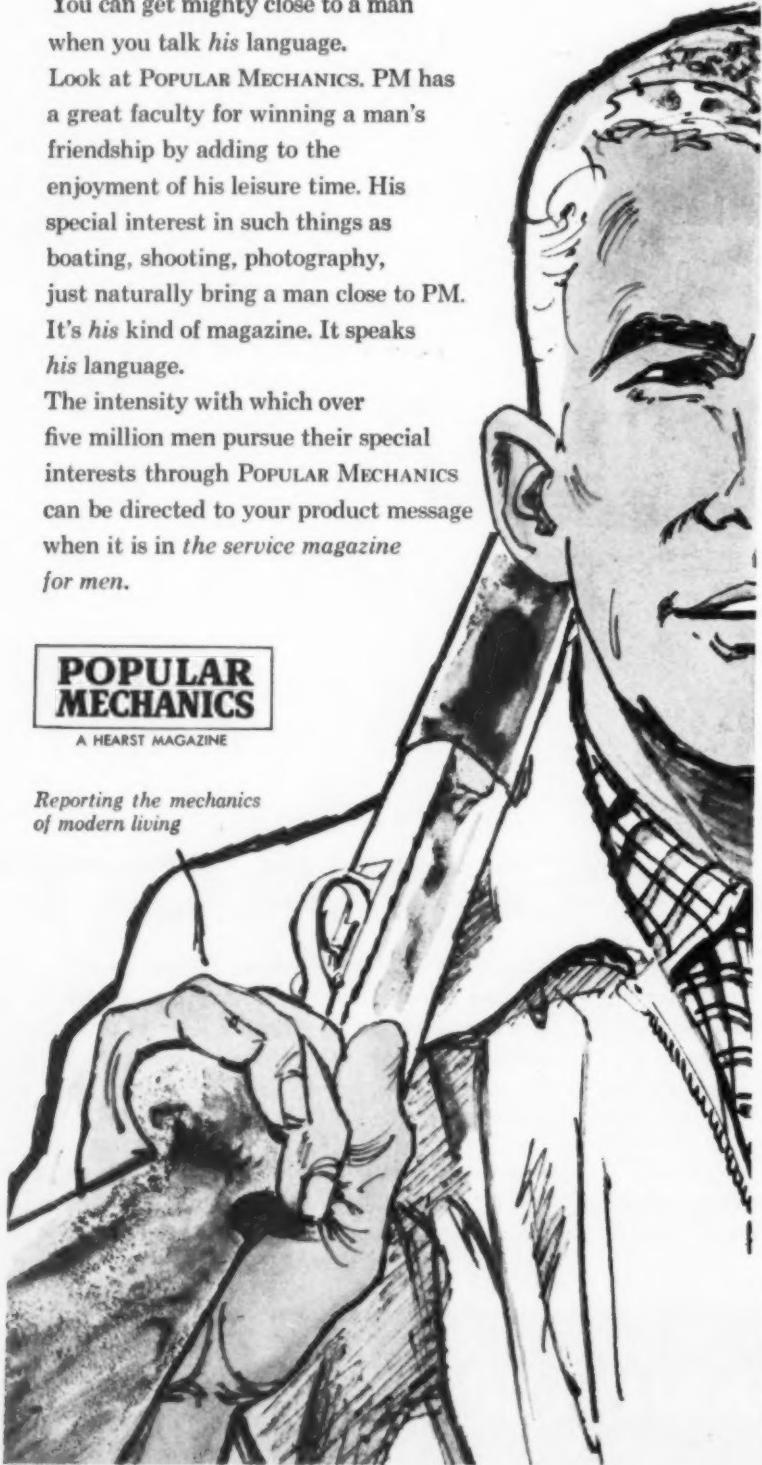
Look at POPULAR MECHANICS. PM has a great faculty for winning a man's friendship by adding to the enjoyment of his leisure time. His special interest in such things as boating, shooting, photography, just naturally bring a man close to PM. It's *his* kind of magazine. It speaks *his* language.

The intensity with which over five million men pursue their special interests through POPULAR MECHANICS can be directed to your product message when it is in *the service magazine for men*.

**POPULAR  
MECHANICS**

A HEARST MAGAZINE

*Reporting the mechanics of modern living*



## Media/dates

### MARCH

- 16-21: National Federation of Advertising Agencies, Sahara Hotel, Las Vegas.
- 26-30: National Business Publications, El Mirador, Palm Springs, Cal.

### APRIL

- 6: MEDIA/SCOPE Annual Media Awards Presentation, Waldorf-Astoria, N. Y.
- 7-8: Southwest Assn. of Advertising Agencies, Marriott Motor Hotel, Dallas.
- 10-15: National Assn. of Transportation Advertising, Gasparilla Inn, Boca Grande, Florida.
- 16-19: Assn. of National Advertisers, Sheraton Park, Washington, D. C.
- 17-20: International Advertising Assn., Waldorf-Astoria, N. Y.
- 20-22: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.
- 24-27: American Newspaper Publishers Assn., Waldorf-Astoria, N. Y.

### MAY

- 1-3: Assn. of Canadian Advertisers, Royal York, Toronto.
- 2: American Marketing Assn., Seminar in Marketing Management, Miami University, Oxford, Ohio.
- 3: Station Representatives Assn., Silver Nail Award Luncheon, Waldorf-Astoria, N. Y.
- 4-6: Associated Business Publications, The Homestead, Hot Springs, Va.
- 4-8: American Women in Radio and Television, Statler-Hilton, Washington, D. C.
- 7-9: Magazine Publishers Assn., The Greenbrier, White Sulphur Springs, W. Va.
- 7-10: National Assn. of Broadcasters, Sheraton-Park, Washington, D. C.
- 8-9: Direct Mail Advertising Assn., Hotel Statler, L. A.
- 16-19: Catholic Press Association, Vancouver Hotel, Vancouver, B. C.
- 17-19: Point-of-Purchase Advertising Institute, Royal Orleans Hotel, New Orleans.
- 25-28: Federation of Canadian Advertising and Sales Clubs, Ottawa, Ontario.
- 27-31: Advertising Federation of America, Sheraton-Park, Washington, D. C.

## Advertising Volume Forecast

**LONG-RANGE** projection of advertising volume in each of eight media is a result of a study by the Minnesota and Ontario Paper Company of Minneapolis.

Among the findings:

Total advertising expenditures, at \$10.7 billion in 1959, should rise to \$16.5 billion by 1965, perhaps reach \$24 billion in 1970, and \$26.2 billion by 1975.

Cutting the pie, newspapers, whose circulation "closely follows population trends," and with popularity of color working for them, may have annual revenues as high as \$5.6 billion by 1970, \$6.4 billion by 1975, because "newspaper advertising volume, like that of direct mail, bears close relationship to personal consumption expenditures."

Direct mail, says the report, may hit a 1970 volume of \$3.3 billion, and reach \$3.9 billion by 1975.

Growth of TV revenue, says the study, followed the increase of TV homes. This will slow down considerably "within a few years, as television reaches saturation level."

Result: TV volume may reach \$1.9 billion by 1965, and \$2.5 billion by 1975.

Consumer magazines, "a concentrated field, with 23 publications accounting for 75 per cent of all magazine volume," has enjoyed an upward trend for 40 years, "rising and falling above the trend line with general economic activity," finds the report. Projected 1970 magazine volume approximates \$1.3 billion, perhaps reaching \$1.5 billion by 1975.

Other trends, briefly:

Radio should continue to garner 6 per cent of total advertising expenditures each year, while outdoor takes 2 per cent.

Business publications may reach a volume of \$1 billion by 1970, rising with the economy and with the growing complexity of industrial technology.

Regional farm publications, which, in 1959 for the first time took a greater share of advertising volume than national farm magazines, will continue to do better than the nationals, says the report. ■

MediaScope, March 1961

**CMPD's sole purpose  
is to establish Communications  
between Buyer  
and Seller**



*and we do the job better than others*

CMPD is the only national industrial purchasing directory that lists manufacturers' telephone numbers. We are frank, in fact delighted, to admit that CMPD may produce less traceable inquiries for advertisers — but let's see why:

CMPD's publishing philosophy is positive and practical. We exist only to establish communications, the fastest possible ways, between buyers and sellers of industrial products. And industry does more telephone buying and inquiring every passing day.

CMPD has become "American Industry's Telephone Directory" because we believe in publishing it for users' practical needs — not by numbers of volumes or pounds of paper. So . . . while undoubtedly CMPD will produce its share of inquiries you can trace through keyed addresses, source mentions, etc., depend upon it first of all to get quick action.

Industrial advertisers and their agencies who have heard the "inquiry pitch" repeatedly know CMPD as the most modern and most used directory in its field. That's why it belongs top of list in any Communications advertising schedule.

*Published twice each year (April and October)  
— always months ahead to get quick action!*

### CONOVER-MAST PURCHASING DIRECTORY

Advertiser-Agency Services Division

205 East 42nd Street • NEW YORK 17 • MURRAY HILL 9-3250

CMPD-2



## NEW PRODUCTS FOR MARKETS THAT DIDN'T EXIST A FEW YEARS AGO

Products change. So do markets. Some expand. Others are stable. Yet new ones are born almost daily. With such activity, how can you protect present markets and explore new ones? It's not easy. But many firms consider the pages of *Industrial Equipment News* as a vital medium to maintain these marketing goals.

IEN, the original product information newspaper, showcases new and improved products to more than 81,000 buyers and specifiers in all industries each month. They read IEN for one purpose: Product Information. They study it, looking for their current product needs. No marketing program is really complete without IEN. Our new Market Data File gives you the specifics on its importance as a communications tool. It's yours for the asking.



## INDUSTRIAL EQUIPMENT NEWS

Thomas Publishing Co. • Product Information Headquarters  
481 Eighth Avenue, New York 1, N. Y.



## PERSONNEL CHANGES

NAME	FORMER COMPANY AND POSITION	NEW COMPANY AND POSITION
<b>Agency</b>		
Richard C. Anderson.....	Young & Rubicam, Inc., N. Y., Assoc. Media Dir.	Young & Rubicam, Inc., Chicago, Dir., Media Relations and Planning
Marvin Antonowsky .....	Kenyon & Eckhardt, Inc., N. Y., Assoc. Media Dir.	Kenyon & Eckhardt, Inc., N. Y., V. P., Assoc. Media Dir.
William Barclay .....	Quaker Oats Co., Mgr., Adv., Mktg. Resch.	Needham, Louis and Borby, Inc., Resch. Supv.
A. O. Buckingham.....	Young & Rubicam, Inc., London, Managing Director	Young & Rubicam, Inc., N. Y., Senior V. P., Members of Plans Bu
Patricia Burke .....	John E. Pearson Co., Chicago,... Broadcast Rep.	Clinton E. Frank, Inc., Chicago, Time Buyer
Joseph T. Cacciabaudo..	New York <i>World-Telegram</i> .... <i>and Sun</i> , Adv., Space Salesman	Doherty, Clifford, Steens Shenfield, Inc., Asst. Space Buyer
Eugene Cogan .....	McCann-Marschalk Co., N. Y., V. P., Treasurer	McCann-Marschalk Co., Atlanta, V. P., Media Dir.
Richard Goebel .....	The Nestle' Co., Advertising Dir.	Dancer-Fitzgerald-Sample, Acct. Supv.
Paul R. Hansen.....	Campbell-Mithun, Inc., Minneapolis, Acct. Exec.	Clinton E. Frank, Inc., Chicago, Space, Time Buyer
Dr. Vincent Machi.....	J. M. Mathes, Inc., Dir. of Resch.	J. M. Mathes, Inc., V. P., Dir. of Resch.
Lee J. Marshall.....	Keyes, Madden & Jones,... Chicago, Senior V. P.	Keyes, Madden & Jones,... Chicago, Exec. V. P.
Ralph F. Moriarty.....	S.O.S. Div., General Foods.... Corp., Chicago, Mktg. Mgr.	Leo Burnett Co., Chicago, Mktg. Supv.
Carl H. Rush.....	Ted Bates & Co., V. P., Resch.	Ted Bates & Co., V. P., Dir. of Resch.
<b>Advertiser</b>		
Laurence F. Granger.....	Union Carbide Metals Div., Union Carbide Corp., Mgr., Advg.	National Carbon Co. Div., Union Carbide Corp., Advg. Mgr.
Frederick M. Hoar.....	Burroughs Corp., Dir., Publicity, Promo.	Sperry Rand Corp., Union Div., Dir., Advg., P. R.
Richard W. Holznecht...	Parker Pen Co., P. R. Dir.	Parker Pen Co., Advg. Di
William G. Kay, Jr.....	Campbell Soup Co., Product... Advg. Mgr., Frozen Foods	Campbell Soup Co., Prod uct Mktg. Mgr., Franco American Products
William Lanxner .....	American-Standard, Plumbing... & Heating Div., Publicity and Media Supv.	U. S. Industries, Inc., Ad to the V. P.-Public Relations, Advg.
Paul Lohmeyer .....	Carling Brewing Co., Cleveland, Plans Mgr.	Carling Brewing Co., Cleveland, Dir. of Advg. Sales Promo.
Evan W. Mandel.....	Revlon, Inc., Asst. to President	Revlon, Inc., V.P., Mktng. Services
Gordon D. Morrison.....	General Mills, Minneapolis Print Media Mgr.	General Mills, Minneapolis Media Mgr.
Harold E. Myers .....	Weaver Mfg. Div., Dura Corp., Springfield, Ill., Asst. Advg. Mgr.	Weaver Mfg. Div., Dura Corp., Springfield, Ill., Advg. Mgr.
M. A. Souers.....	General Mills, Minneapolis Mgr., Broadcast Media, Shows	General Mills, Minneapolis Dir., Media, Shows
Robert G. Stoltz.....	Brown Shoe Co., St. Louis,... Dir., Advg., Sales Promo.	Brown Shoe Co., St. Louis,... V. P., Advg., Public Relations
R. James Yarnell.....	Beech Aircraft Corp., Wichita, Supv. of Photography	Beech Aircraft Corp., Wichita, Mgr., Advg.
<b>Media</b>		
Mary B. Garcia.....	McCann-Erickson ..... (International), Media Dir.	Metropolitan Broadcastin Corp., International Media Resch. Mgr.



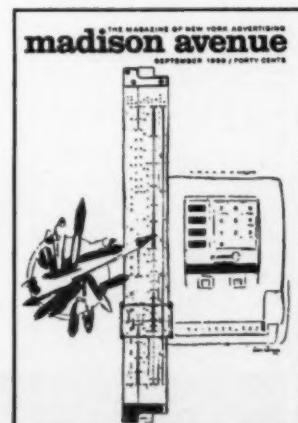
## Want to sell New York advertising executives?

The busy New York ad men who influence media decisions are often difficult to reach with your salesmen. The next best thing to a personal sales call is a campaign in *Madison Avenue* . . . the magazine that covers every key agency and client advertising executive in advertising's biggest market.

New York ad men read *Madison Avenue* with interest and respect because it is edited to focus solely on *their* interests and attitudes, problems and accomplishments. Your advertising will be read, too, because *Madison Avenue*'s bright new format invites cover-to-cover readership. And the cost is low!

THE MAGAZINE OF NEW YORK ADVERTISING  
**madison avenue**  
 575 MADISON AVENUE, N.Y. 22 • PLAZA 1-3446

Media/Scope, March 1961



# Media/scoop

## ON THE QUAD-CITIES

ROCK ISLAND MULINE EAST MULINE DAVENPORT

- A fact of life about Quad-City residents is that the majority, by far, faithfully read newspapers (99% coverage). On the Illinois side they read The Rock Island Argus and The Moline Dispatch, with the Quad-Cities largest combined daily circulation. Advertisers are invited to participate in this favorable atmosphere of acceptance.

THE QUAD-CITIES LARGEST COMBINED DAILY CIRCULATION



**ROCK ISLAND ARGUS and MOLINE DISPATCH**  
Rep. by ALLEN-KLAPP

**WTRF-TV STORY BOARD**



T. R. Effie!

THE SPEEDING CAR hit a shoulder and turned over four times. As the chasing patrolman eased the driver from the wreckage, he asked, "Have you been drinking?" The driver stared at him and with disgust answered, "Hell, yes, I've been drinking. What the hell do you think I am . . . a stunt driver?"

### Wheeling wtrf-tv

PROFESSOR: "If I talk too long it's because I forgot my watch and there's no clock on the wall."

STUDENT: "There's a calendar behind you!"

### wtrf-tv Wheeling

NEEDHAM SMITH confides that girls' dresses have gotten so short that he wonders what designers will be up to next.

### Wheeling wtrf-tv

WE SELL IMPORTANCE . . . it's the most important service we can offer you. From Wheeling, WTRF-TV dominates the Wheeling-Staunton Market audience and we have figures to prove it. Ask George P. Hollingsberry to tell all.

### wtrf-tv Wheeling

THE SON INTRODUCED the new deacon to his father, who was slightly deaf and a staunch Republican. "Pa," said the son, "here's our new deacon." "New Dealer?" echoed Pa. "No, new deacon," repeated the son and added, "He's a son of a bishop." That pleased Pa and he agreed happily, "They all are!"

### Wheeling wtrf-tv

SALES RESULTS make WTRF-TV a primary TV buy . . . and we offer alert advertisers a bonus Merchandising Plan for a sales-boosting extra. Retail outlets? 7,500 of 'em!

CHANNEL  
SEVEN



WHEELING,  
WEST VIRGINIA

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THE LARGEST RETAIL SALES MARKET IN PENNSYLVANIA

**LEVITTOWN, PA.**

\$25,000,000.00

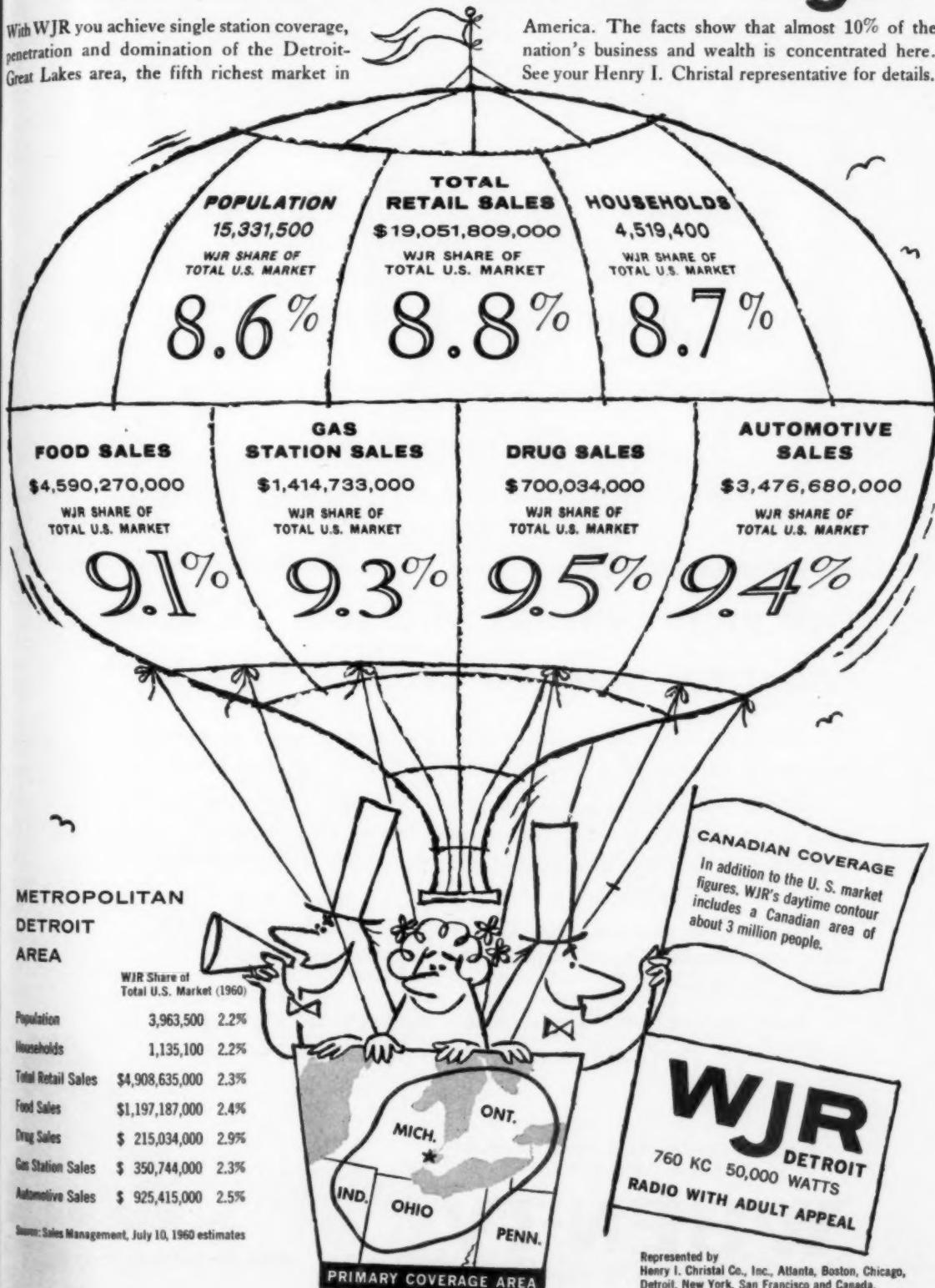
**THE LEVITTOWN TIMES AND BRISTOL DAILY COURIER**

**5<sup>th</sup> market in America...and going up!**

# COVER IT WITH WJR

With WJR you achieve single station coverage, penetration and domination of the Detroit-Great Lakes area, the fifth richest market in

America. The facts show that almost 10% of the nation's business and wealth is concentrated here. See your Henry I. Christal representative for details.



Represented by  
Henry I. Christal Co., Inc., Atlanta, Boston, Chicago,  
Detroit, New York, San Francisco and Canada.



## two more reasons why your TV dollars count for more on CH. 4... Buffalo!

New programming and scheduling of our full-length feature films means *new opportunities* for advertisers in the rich, vital Western New York Market.

Western New Yorkers like their film-fare at home and we're giving them more to like than ever before. The new early feature films on the "CH. 4 Theater" opens a whole new audience to meet and sell in this *six-billion-dollar-plus* retail market.

And the new time for "Starlight Theater" brings this favorite film feature on earlier to attract even more viewers to Buffalo's most popular late-evening film show.

Both programs carry the finest product Hollywood has made available to WBEN-TV. Here's your big chance to do a big job in this important metropolitan area.

*Get the facts from Harrington, Righter & Parsons,  
National Representatives*

**WBEN-TV**  
The Buffalo Evening News Station



CH. 4  
CBS in Buffalo

*Media/scope's*

# Advertising Cost Index

Reported by *Media/scope's* Research Department

## Ad Rate Changes: January 1960 to January 1961



### Business Publications

The space costs of the average business publication schedule of January 1960, would have cost 3.9 per cent more in January 1961. From January, 1960 to January, 1961 circulation increased 1.2 per cent, and cost-per-thousand increased 2.6 per cent.



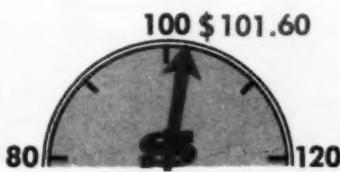
### Consumer Magazines

Consumer magazine space rates rose 8.5 per cent in the year ending January 1961. For each \$100 spent in January 1960, in January 1961 advertisers had to spend \$108.52. At the same time, circulation rose 4.1 per cent, and cost-per-thousand increased 4 per cent.



### Daily Newspapers

In order to duplicate the same daily newspaper schedule of January 1960, the advertiser in January 1961 had to increase his space costs 4.7 per cent. During the 12-months' period, circulation rose 1.4 per cent and CPM 3.2 per cent.



### Spot Radio

During the period of January 1960-January 1961, time charges for spot radio campaigns increased approximately 1.6 per cent. For every \$100 spent in January 1960, during January 1961 \$101.60 had to be spent for the same schedule.



### Spot Television

Repeating a spot television campaign of January 1960 would have required an additional 7 per cent expenditure in January 1961. Every \$100 spent for time charges in January 1960 would have cost \$107.20 in January 1961.

*Note: in all meters \$100 = unit cost for January 1960*

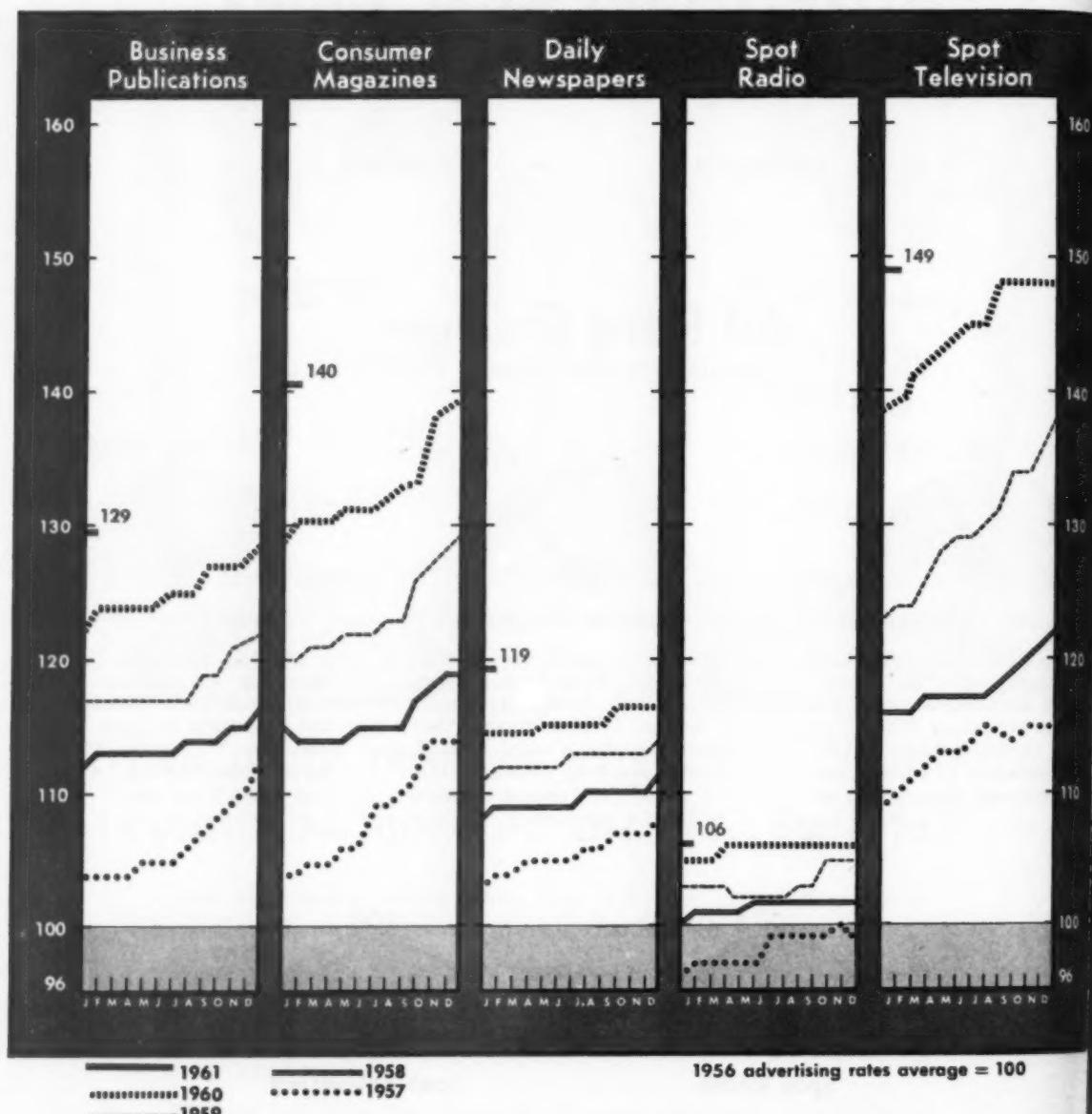
Source: Standard Rate & Data Service, Inc.

*Media/scope*, March 1961

Charts and meters may not be reproduced without written permission.

# AD RATE INDEXES

Long-term Trends



### Business Publications

Since the base period of 1956, the space cost of the average business publication advertising campaign increased approximately 29 per cent to January 1961. During the same period circulation increased approximately 15 per cent, and cost-per-thousand rose 12 per cent.

### Consumer Magazines

In January 1961 consumer magazine page rates were approximately 40 per cent higher than in the 1956 base period. Both circulation and cost-per-thousand were above the base period—17 and 20 per cent respectively.

### Daily Newspapers

Daily newspaper national advertising display rates since the 1956 base period increased approximately 19 per cent

to January 1961. During this period circulation increased 3 per cent, and cost-per-thousand increased 15 per cent.

### Spot Radio

The national advertiser in January 1961 had to increase his time costs 6 per cent if he was to duplicate a similar spot radio campaign which was placed during the base period in 1956. For comparative purposes, the January 1960 rates were 5 per cent above the 1956 average.

### Spot Television

Spot television time costs continued to rise. Since the 1956 base period, they had increased 49 per cent by January 1961. For each \$100 spent for time costs during the base period, in January 1961 advertisers had to spend \$149.55. In January 1960 rates were 39 per cent above the base period.

A ladder is for climbing



The circulation of the Globe-Democrat today is the highest in all this newspaper's 109 years of public service. In the past 5½ years since the new management took over, a significant increase of 55,284 has been achieved. This is one of the greatest actual and relative increases of any newspaper in America.

At the same time, Globe-Democrat advertisers showed their confidence in this newspaper in 1960 by publishing 22,249,100 lines\*\* of advertising, an increase of almost 7,000,000 lines over the previous year!

## St. Louis Globe-Democrat

THE ST. LOUIS NEWSPAPER ON THE MOVE!

Represented nationally by Moloney, Regan & Schmitt

\*ABC Publisher's Statement \*\*Media Records  
MediaScope, March 1961

# BETTER-TRAINED MEDIA PERSONNEL

YOU DON'T HEAR so much anymore about the marketing approach to the buying of media. This is not because the marketing concept has been abandoned, but because it has been accepted. Look, for instance, at the "Check List for Media Planners" which appears elsewhere in this issue. Many important media directors studied this check list before it appeared here, and they agree that the approach is basically sound, however much they may differ on some details. Only a casual scanning of the list shows how inextricably budget management, creative copy, market study, and merchandising are bound with media thinking in the structure of the media plan.

The more intricate that the media planning process grows, and the more vital in terms of investment that the media decision becomes, then the more necessary it is to have in the agency media department personnel who are wise in knowledge of the field and skilled in the application of their knowledge. More emphasis is also being placed upon special personal abilities, such as the ability to present media plans to clients' marketing executives, to substantiate the soundness of these plans in the face of sharp questioning, and to convince high-level company executives of the need for investing large sums in specific media.

These mounting requirements were described by Herbert Zeltner, vice president and media director of Lennen & Newell, in a recent address before the Radio and Television Executives Society. "A proper media department," he contended, "now requires persons with the intellectual capacity to evaluate and apply a tremendous amount of numerical and interpretative material, and persons presentable and persuasive enough to speak up at client meet-

ings without embarrassing the agency in its client relationships."

In the face of these increased demands, Mr. Zeltner points to "an acute shortage of properly qualified people in the agency field today, especially in broadcast." He points to three solutions in addition to one which he criticizes: "haphazard job-hopping and talent raiding which has become almost a custom in our field." One of his solutions is recruitment directly from schools; another is improvement of salary levels for media personnel, an improvement which he sees as already developing; a third is complete and formal training of media personnel.

The complete and formal training of agency media personnel is a vast project which Mr. Zeltner did not develop, other than to suggest that the agency would have to recognize that the money and effort required to undertake such a program would be a vitally important and worthwhile effort in itself. Who in the agency would conduct such a program, for instance? The media director is the logical candidate, but to give him the assignment would appear to overburden an already overburdened man.

MEDIA/SCOPE can and does help. It is an old adage that a business publication is a venture in adult education. An agency media department might well organize for its own use in training the many articles on all phases of advertising planning and buying that have appeared here over the past three and a half years. The main purpose of these articles has been to help buyers of media do their work more efficiently and more broadly, an end we hope we have achieved by offering the best thinking of those active in the field and our own staff on the practices and philosophies of media management.



## ST. LOUIS: The Market and Its Media

**How the Market and its Media are affected  
by the population explosion, industrial build-up,  
and urban revival in the last ten years.**

### THE MARKET

Rebuilding dominates the scene, as the "dowager city" gets its face lifted.

Industrial build-up continues. Middle-income families dominate the market.

Negro community builds fast in officially "integrated" border city.

Retailers follow housewives into the suburbs.

Population swells 51 per cent in the suburbs, shrinks 12 per cent in the Central City from 1950 to 1960.

### THE MEDIA

Media are highly competitive, splintering the market with their coverage.

In this arena, Pulitzer faces Newhouse; CBS vies with Balaban; and three major TV nets try to out-program each other.

Unsolved traffic jams add to values in outdoor, transportation, and driver-time radio.

Some media add regional splits.

St. Louis becomes a key, multi-media market in any national plan.



## SPECIAL MARKET REPORT



Photo by: Fairchild Aerial Surveys, Inc., New York

DOWNTOWN ST. LOUIS TODAY already shows the marks of the giant rebuilding program that will transform it into the planned Gateway to the West pictured on the cover of this magazine.

**S**T. LOUIS is a market on the move.

It is in the midst of a giant rebuilding program that is changing the whole face of the city along the Mississippi River downtown. Its people are reshuffling the areas in which they live, moving outward into St. Louis County from the central city. Total population of its five-county metropolitan area is now two million (up 20 per cent from 1959). Its industry is expanding and moving into planned industrial compounds. Its total transit system (roads, buses, truck routes) is in the midst of complete reorganization.

Its large Negro population (estimated at 300,000 in the metropolitan area) is in the process of integration. The tide of Negro migration from Louisiana, Mississippi, and Texas due north to this city is at full flood. The housing shortage for Negroes is critical; and the area in which a high percentage of families are Negro grows both

more crowded and larger, extending the Negro community along a wide, congested path through the north central part of the city. In a city that is legally integrated, White families move to new housing projects and into new private apartment houses. Federal housing projects (integrated by law) quickly become 95 per cent Negro in the north central part of the city.

### Retailers Suburban Bound

Retailing is undergoing sharp revisions to meet the requirements of drive-in shoppers and to match the flight to the suburbs of thousands of housewives. Negro families, brand conscious and with fast-rising incomes (industry is integrated), are welcome in the stores. One of Sears, Roebuck's three large outlets is on King Highway in the center of St. Louis' Harlem. A second is

in another part of the city itself and the third is at Crestwood (one of the three largest shopping centers in St. Louis County).

Also at Crestwood (southwest of the city) is a large branch of Scruggs, Vandervoort, Barney, one of the three largest downtown department stores. The other two major department stores have branches in the other centers: At West Roads (west of the city) is a Stix, Baer & Fuller branch store; at Northland (northwest of the city) is a branch of Famous-Barr, The May Company's downtown St. Louis outlet.

The downtown stores have other branches besides these, and are at the same time seeking desperately to build parking facilities for their downtown stores. Famous-Barr, for example, has just opened an 800-car garage downtown, and has another branch store due to open at the new River Roads shopping center next fall. Although Illinois is a fair trade state, Missouri is not; and on the Missouri side discounters flourish: Katz Drug, Shoppers Fair, Discount Jamboree, and others.

The battle for burgeoning consumer dollars is intense. The branch stores are open three nights a week (Monday, Thursday and Friday)—and some are also open Tuesday nights. Downtown stores are open Monday and Thursday to 8:30. With Friday considered to be the biggest food shopping day, Thursday newspapers become a prime target for consumer goods advertisers.

### Regional Media for Regional Shops

The regionalization of shopping has led some media to offer split buying facilities. The *Globe-Democrat* zoned special sections in the north and south on Wednesday, west on Monday and Tuesday and an east side page Monday through Friday. Advertisers such as Morris Pearlmutter of Edison Brothers Stores (with St. Louis shopping center outlets) like the *Globe-Democrat* split. "In conversation with various shopping center groups throughout the country," he says, "when we have protested the throw-away tabloids, they have repeatedly brought up the fact that the full circulation of the metropolitan newspaper is both prohibitive and wasteful. It is our feeling that our advertising must have the dignity and climate provided by the established, full-size newspaper. Zoning circulation seems to be the ideal solution."

The nature of transportation advertising lends itself to sectional coverage; and Jack Senseney of Joslin Advertising Service (which handles car cards for the St. Louis Public Service Company), has found good acceptance locally for seven splits: south, southwest, west (into the higher income suburbs), northeast (through the Negro market), north (into the middle-income housing developments), East St. Louis (predominantly Negro), and Granite City (a suburb on the Illinois side of the river). Outdoor advertising is in a similarly flexible situation;

and in St. Louis, General Outdoor Advertising has had success in relating outdoor postings to local traffic. However, the objective with outdoor is usually broader. Although 28 per cent of General Outdoor Advertising's boards are located near neighborhood shopping centers, the purpose is more to achieve reminder value near the points of sale in general than to offer sectional splits in outdoor advertising.

Most national advertisers and the big retailers (with stores both downtown and in the suburbs) prefer to consider the market as a whole, centered on the downtown business community, and circling outward on both sides of the river. Much of the industry is located near the river on both the Missouri and the Illinois side. About 15 per cent of the business of downtown retailers is done with shoppers from Illinois. Commuter towns are developing in the area east of East St. Louis as well as in the currently more popular areas west, northwest and southwest of the city on the Missouri side.

### New Face for Downtown

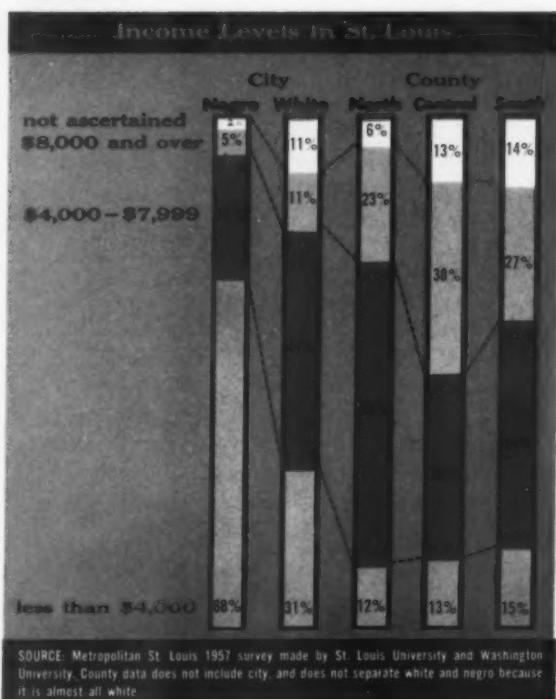
The core of this great industrial and distribution center is downtown St. Louis, an area approximately 18 by 14 blocks square on the Missouri side of the river. What the City Plan Commission of St. Louis wants this area to look like is shown on the cover of this magazine. Parts of this plan are already completed. Others (such as the giant arch in Jefferson Memorial Park along the river) will be completed by 1964, the 200th anniversary of the founding of the city as a fur trading post. Others (like the mall running through the center of the city, shopping malls, and an interstate bridge across the river) may not be completed until a later date. But this is a realistic plan in progress—so much so that at present, acres of blighted city buildings are being leveled, clearing the way for the rebuilding program. The old slums seem to have been rubbed out; and in their place, tall planned apartment house groups, new office buildings, expressways, and great civic centers (like the Sports Arena and adjacent facilities) are taking shape or will do so in the next three years. Rebuilding is a major industry; and St. Louis, once known as "The Dowager City," is now a mecca for planners and persons who write reports on civic improvement.

A wide assortment of civic-minded groups and official committees are pushing the rebirth of the city and its peripheral areas. Somehow they have found ways to work together.

The three most important groups are: The City of St. Louis and its City Plan Commission, the Chamber of Commerce, and Civic Progress (a group of 20 top-level business men). But there are literally hundreds of civic and government bodies in the area which have contributed to setting the city on a progressive course; and both print



## SPECIAL MARKET REPORT



**HIGH AND LOW INCOME** concentrations show up in chart above: low among Negroes in city; high among families in central suburbs west of the city. Note dominance throughout of middle-income families, bulking largest in suburban development north of the city.

and broadcast media have been generous in their support of civic progress in all its forms.

In getting the program started, two unusual men stand out. One is Raymond P. Tucker, the present Democratic mayor of the city; the other is Aloys P. Kaufmann, president of the Chamber of Commerce, and a former Republican mayor. St. Louis, as it moved into the 1950's, was a rather blighted city; and there didn't seem to be much anybody could do about it. There was no means of raising money locally because of a Missouri state law that prevented an amendment to the City Charter which might enable the city to raise money for improvements. What was wanted were enabling acts in the state legislature that would permit the city to add a one per cent earnings tax.

### Sound Financial Foundation

Mayor Tucker and ex-mayor Kaufmann joined forces, and toured the state in the fall of 1953. They sold the enabling act; secured the support of other leading citizens; got the local media to help sell the need to the people of St. Louis and St. Louis County (legally separate entities). In 1955 the people of St. Louis city voted

the earnings tax, and approved a \$110-million bond issue in the city and a \$39-million bond issue in the county. This put the local government on a sound financial footing, and set the improvement program going. Mr. Kaufmann, as president of the Chamber of Commerce, shaped it into an industrial development agency. Civic improvement, industrial development, market expansion have been chain reactions in the betterment of St. Louis ever since. Added to this is Federal and state aid in housing, building, park facilities, port improvement, flood control and other projects.

The people of St. Louis are rightly pleased with what they are doing for themselves. It is a place of great civic pride. And both programming on television and radio and editorial coverage in newspapers reflect this attitude. Local advertisers, aware of the keen interest in home-town projects, are frequent investors in civic progress shows—both those concerned with reshaping the city and those concerned with local sports and entertainment.

### Industrial Growth Is Market Growth

The people themselves are an alert, busy, home-loving group. At least one out of every five families came to St. Louis within the last 10 years—lured from rural communities for the most part by industrial opportunities in the area. More than half of the adult population was not born there. St. Louis is now the ninth largest standard metropolitan area in numbers of people, and the tenth largest in retail sales. The inclusion of St. Louis on almost any list of metropolitan areas in which advertising coverage is desired is practically assured by its size. The problem for media buyers is not whether to go into St. Louis, but to what extent to go in—with what kind of appeal—and in which of the highly competitive local media.

Employment is relatively stable due to the balanced nature of industry. St. Louis is a distribution point almost at the very center of the U. S. (both in geography and population). It is the second largest railroad center in the U. S., the busiest inland port on the Mississippi, the second largest trucking center, and is served by seven major airlines.

It is also a wholesale trading center in which some 3,500 wholesale organizations in a wide variety of trades employ some 50,000 people.

Blessed with abundant water and power facilities, as well as being in the midst of coal, petroleum, lead, zinc, iron, and lime fields, it is also on the edge of the farm belt. The result is that manufacturing in and about St. Louis ranges into three-fourths of the 347 different manufacturing classifications recognized by the U. S. Bureau of the Census. In value added by manufacture it is rated eleventh on the list of metropolitan markets in the 1958 Census of Manufactures.



Ewing Galloway

PARKING is largest unsolved problem of Mayor Tucker. As new areas are cleared for parks and civic centers, temporary parking facilities like this have to be replaced.

More than a quarter of a million people are employed in manufacturing in the metropolitan area. This is approximately one-third of the St. Louis labor force. And of those in manufacturing, about two-thirds work in plants in the city of St. Louis itself, the area along the Missouri side of the river in which manufacturing is concentrated.

Looking at the labor force as a whole, the U. S. Census found in 1950 that 40 per cent of civilian employees were craft and skilled workers, 24 per cent were clerical and sales, 18 per cent were professional-executive, 11 per cent were in service work, and only seven per cent were unskilled labor. When the figures for the new census come in, it is likely that the change, if any, will favor the large *craft and skilled* category. The skilled worker and his family dominate this market; and when you add the middle-income white-collar personnel, in *clerical and sales*, you have two-thirds of the working population.

The total civilian labor force in the metropolitan market is close to 900,000, with an unemployment rate in normal times of about five per cent when there are no strikes. However, on February 9 the U. S. Dept. of Labor added St. Louis to its list of major industrial centers with 6 per cent or more unemployment (76 centers at that time). One-quarter of the labor force is female, employed most heavily in office work, but with skilled factory work running a close second.

In spite of this picture of industrial activity, there are weak spots. St. Louis, although it is number 10 in the list of metropolitan markets in retail sales, is number 70 on the list in terms of consumer spendable income per household. One reason for this is the extent to which St. Louis has become a delta area in the Negro migration north from depressed farm lands. But to St. Louis marketers with their eyes on the future, this is a potential of broad significance—as a labor supply for new industry, with income levels rising with employment—followed by

expanding levels of disposable income.

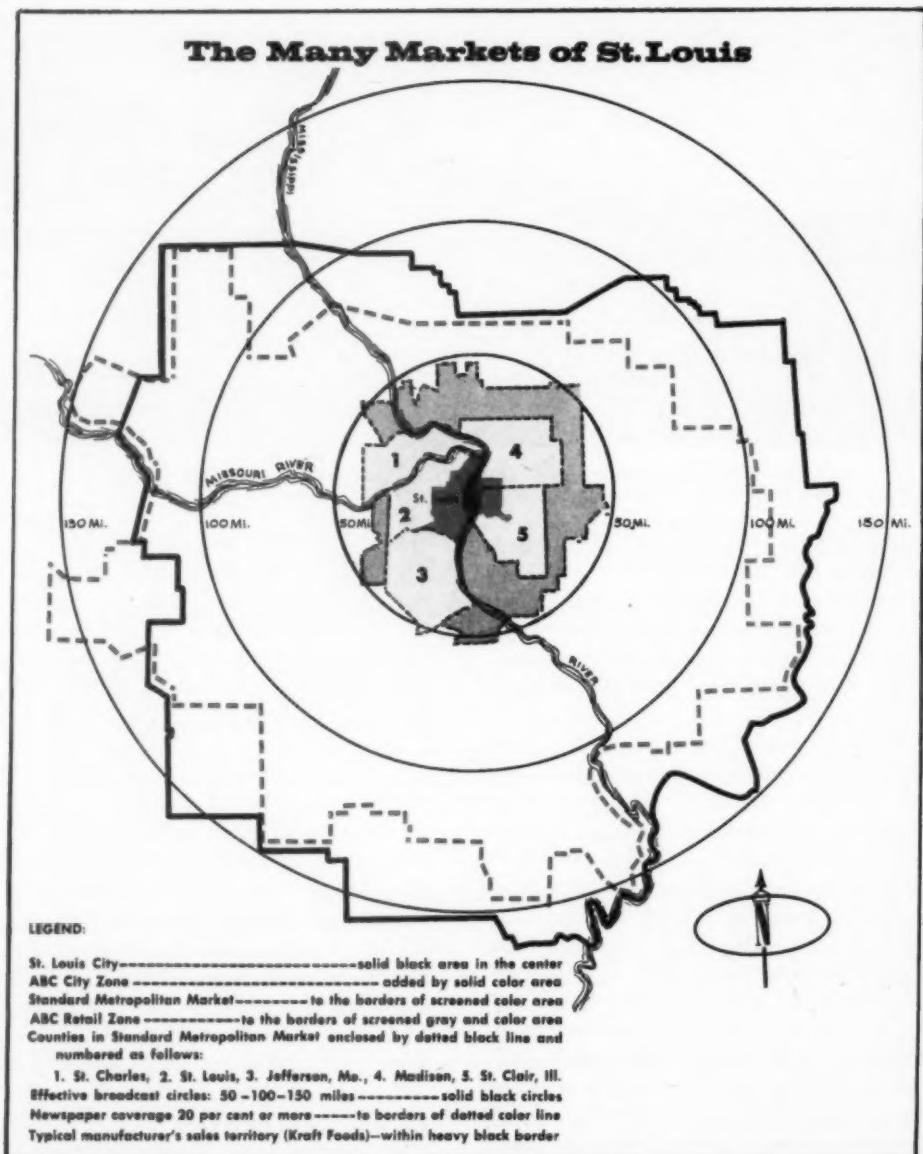
Another reason may be the self-imposed taxes. But these have furnished the financing for the basic economic revival. The fact remains that at the present time there are great differences in the disposable income of individual St. Louis families.

One other weak spot in any industrial center is strikes. St. Louis has in recent years been freer of strikes than other major American industrial centers. Furthermore, industrial diversification makes it possible for some workers to move across industrial lines during periods of recession or strikes in particular industries. To advertising people, the most significant strike was a drawn-out labor dispute that closed the *Globe-Democrat* for 114 days in 1959. The strike and its settlement were uneconomic for Samuel I. Newhouse, who controls the paper. He sold his printing plant to the *Post-Dispatch*, which now prints both newspapers. High labor costs are also said to have been responsible for the demise of the *Star-Times*.

### Markets within Markets

St. Louis is many markets in one. The most limited geographic segment is downtown St. Louis, already described in this study. Moving outward from this core area, and including the core, is the total city of St. Louis. This is an irregular strip along almost 20 miles of a bend in the Mississippi River just below the point at which it is joined by the Missouri. The strip varies in width from a half-mile to seven miles, and for U. S. Census purposes is contained in St. Louis County, Missouri. However, the city is a legally separate entity. It is the basic unit out of which the city-suburban area has been growing in the last 10 years. In the accompanying charts, city data show what has happened to this base.

From 1950 to 1960, city population dropped 12 per



cent as slums were cleared and families moved to suburban developments. Retail sales increased, but the proportion of retail sales made outside the city in the suburbs increased from 38 per cent to 51 per cent. Manufacturing, warehousing, trucking and business offices have continued to build up in the city. The Negro population has spread out.

St. Louis County, apart from the city, is the big growth area for homes, children, school construction, and retailing. It is made up of a large number of incorporated villages and some open country into which the home builders are constantly advancing. At present, 70 per cent of the people in the five-county Standard Metropoli-

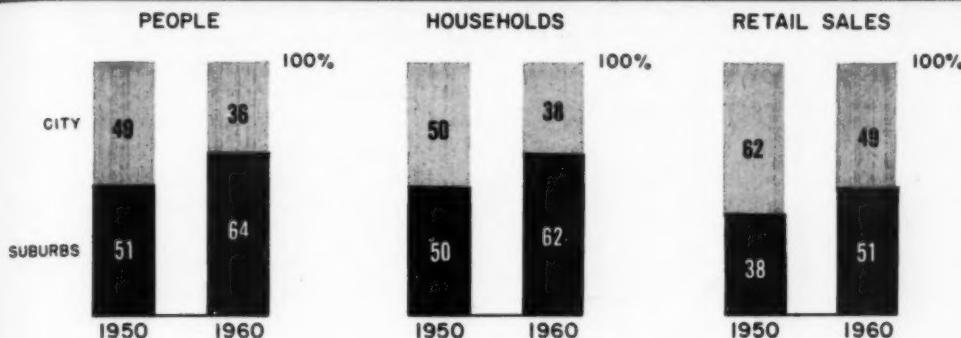
tan Statistical Area live in St. Louis County or the city of St. Louis. Attempts are being made to merge the county, its incorporated villages, and the city into one political unit that will accommodate the many related needs of the entire citizenry.

The counties that comprise the Standard Metropolitan Statistical Area are: St. Louis, St. Charles, and Jefferson in Missouri; Madison and St. Clair in Illinois. Much of this area is still farm land with independent communities and industrial sections scattered through it. There is still plenty of room for expansion within the area.

For purposes of charting suburban trends (next page) we have taken this larger area minus St. Louis city.

## Growth of St. Louis and Suburbs → 1950-1960

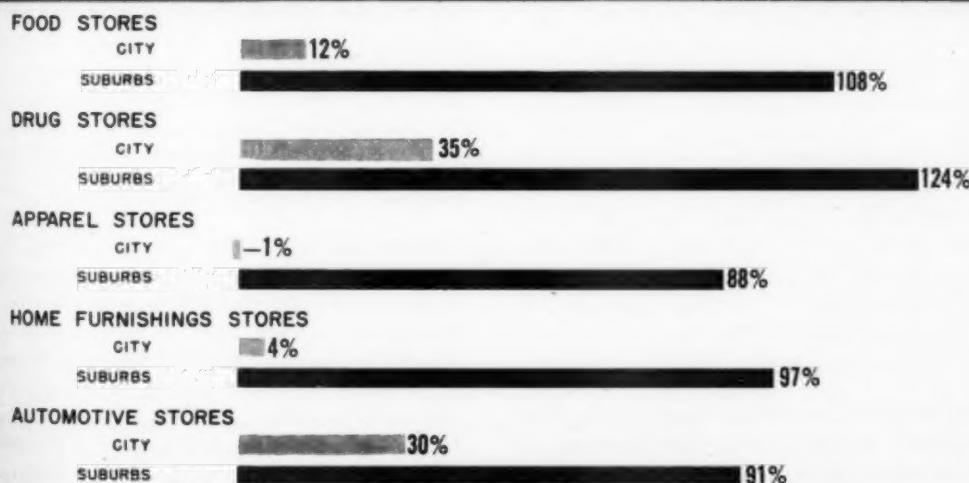
### PEOPLE AND PURCHASING



### GENERAL GROWTH PATTERN



### RETAILING GROWTH



SOURCE: Standard Rate & Data Service, July 1, 1960, and January 1, 1950. Data are based on Bureau of Census information, and do not take into account minor changes in classification and interpretation of store types.



## SPECIAL MARKET REPORT

### THE ST. LOUIS METRO MARKET: 1960 vs. 1950

	St. Louis City <sup>(1)</sup>	St. Louis Metro <sup>(2)</sup>	Suburbs <sup>(3)</sup>	Per Cent Suburbs
Population	1960 740,800	2,053,700	1,312,900	64%
	1950 845,600	1,712,600	867,000	51%
Percent of change	-12%	20%	51%	
Households	1960 239,300	623,890	384,590	62%
	1950 262,500	521,010	258,510	50%
Percent of change	-9%	20%	49%	
Total Retail Sales	1960 \$1,247,575,000	\$2,550,513,000	\$1,302,938,000	51%
	1950 \$1,030,549,000	1,648,748,000	628,199,000	38%
Percent of change	21%	53%	104%	
Food Stores	1960 \$259,220,000	\$4,346,632,000	\$377,412,000	59%
	1950 \$232,272,000	413,837,000	181,545,000	44%
Percent of change	12%	54%	104%	
Drug Stores	1960 \$46,515,000	\$98,230,000	\$51,715,000	53%
	1950 \$34,366,000	\$7,429,000	23,063,000	40%
Percent of change	35%	71%	124%	
Apparel	1960 \$91,231,000	\$157,112,000	\$65,881,000	42%
	1950 \$2,044,000	127,043,000	34,979,000	28%
Percent of change	-1%	24%	88%	
Home Furnishings	1960 \$74,670,000	\$127,677,000	\$53,007,000	41%
	1950 \$72,094,000	98,934,000	26,840,000	27%
Percent of change	4%	29%	97%	
Automotive	1960 \$197,559,000	\$419,411,000	\$221,852,000	53%
	1950 \$152,052,000	268,192,000	114,140,000	43%
Percent of change	30%	56%	91%	

Standard Rate & Data Service, July 1, 1959, and January 1, 1960. Data based on Bureau of Census information and do not take into account minor changes in classification and interpretation of data by the U.S. Bureau of the Census.

2. Counties for both 1960 and 1950 data (Jefferson, St. Charles, and St. Louis, Missouri, and Madison and St. Clair, Illinois).

the suburbs. In the suburbs, population has grown 51 per cent in the last 10 years, and retail sales have doubled.

Density of population figures indicate the extent to which homes are concentrated well within the borders of the Standard Metropolitan Statistical Area:

	Population per Square Mile
St. Louis City.....	12,248
St. Louis County.....	1,408
Other Metro Counties	
St. Charles, Mo.....	94
Jefferson, Mo.....	99
Madison, Ill.....	306
St. Clair, Ill.....	388
In 15 other counties in the Retail Trading Zone.....	38

Within the Standard Metropolitan market there were 8,573 farms spread over 62 per cent of the land area at the time of the 1959 U. S. Census of Agriculture. National brand distributors commonly lump an even wider area, including most of the eastern half of Missouri and the southern half of Illinois, in their St. Louis sales territories; this area encompasses 80 to 120 counties.

### Media Markets

Descriptions of the St. Louis media markets by the media themselves vary considerably and agree with the specialized services offered. Almost all media publish information on their coverage of the Standard Metropolitan Statistical Area, but many of them furnish additional data on larger or smaller segments of the area. Some of them reach out to approximations of the manufacturers' sales territories.

The two daily newspapers also furnish market statistics and circulation figures on a City Zone and a Retail Trading Zone. As in other cities, these are areas agreed to jointly by the newspapers and the Audit Bureau of Circulations. In St. Louis the City Zone includes all of St. Louis City and parts of St. Louis County, Mo., and parts of St. Clair and Madison Counties in Illinois. Over a million and a half people live in this continuous, consolidated grouping of homes, stores, and industry. The Retail Trading Zone includes all of the five counties in the Standard Metropolitan Statistical Area plus all of Monroe and Jersey Counties in Illinois, and parts of eight other counties, in a radius from downtown of about 40 miles.

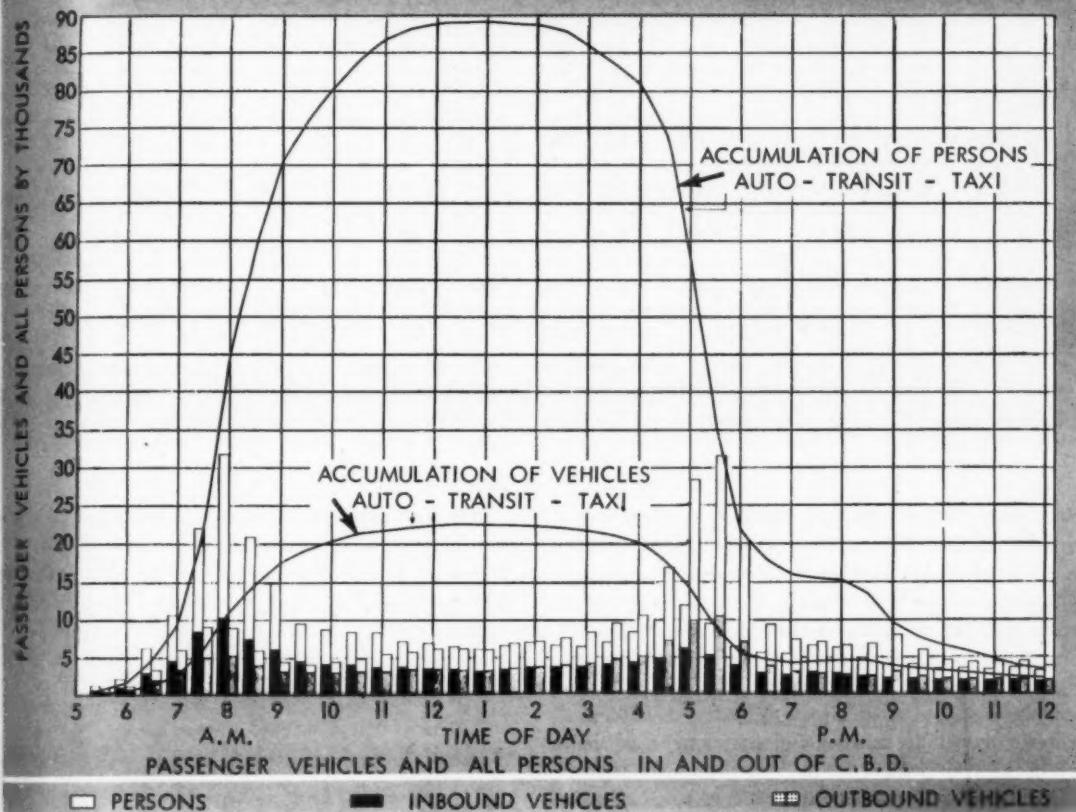
The advertising media in St. Louis about which considerable information is available are: newspapers, television, radio, magazines, outdoor, and transportation. In order to reach St. Louis consumers, advertisers invested in these media a combined total of approximately \$65.5 million (not including agency commission and production costs) in 1959.

Of this total, \$37 million went to the two newspapers \$11.3 million to four television stations, \$6.7 million to 14 radio stations, \$3.3 million to outdoor. Circulation of national consumer and farm magazines in the St. Louis Standard Metropolitan Statistical Area was estimated at one per cent of total national distribution; and allocating total magazine advertising dollars on this basis, it appears that \$7.2 million of magazine advertising (not including commissions) was aimed in 1959 at St. Louis readers. No estimate is available for transportation advertising.

### Outdoor: Traffic Jams are Good

General Outdoor Advertising claims that it does 60 per cent of the outdoor business in the area, operating throughout the Standard Metropolitan market on the Missouri side of the river, in East St. Louis, and in Granite City (north of East St. Louis on the Illinois side). In St. Louis city and in the county a No. 100 showing (effective circulation 1.4 million daily, according to Traffic Audit Bureau) requires the use of 100 panels—64 illuminated and 36 regular. This is considered blank circulation for the population covered in the area. In East St. Louis, 20 panels (12 of them illuminated) is a No. 100 showing, TAB 194,000. In Granite City, only 10 panels (4 illuminated) are required, TAB 52,000.

## How Traffic and People Pile-up Downtown



The outdoor locations are almost entirely in retail business areas, situated on main traffic arteries running from downtown out into the suburbs. About two-thirds of the locations are in St. Louis city. George Halenkamp, who manages the GOA operation in St. Louis, has a favorite table in the corner of the Media Club atop the Lennox Hotel downtown. From here he can point out literally hundreds of boards of various types along the main streets below.

General Outdoor's boards are 65 per cent 24-sheet postings, with nine out of ten of them converted to the new Loewy type trim. Another 30 per cent are paint, including 50 rotating units. The remaining five per cent are custom-built signs. National advertisers are the big buyers of outdoor (67 per cent of GOA's business in the 20-mile radius from Downtown that is its market).

Redevelopment is causing a higher than average amount of change in outdoor locations here—in excess of 15 per cent new locations in recent years, moving to match the new traffic concentrations created by the expressways. Other changes include: a new experiment in "Printed-Painted Bulletins" that combine a silk screen

process with paint; backlit paint boards (plastic face with light behind); new lighting systems using quartz light and VHO (Very High Output, with a consistent flow of light and more foot candles). More than a third of the illuminated panels are now VHO.

### Transportation: Gets them Coming and Going

Transportation advertising is handled by Joslin Advertising Service, but this set-up is due for a change. The St. Louis Public Service Company plans to take over the handling of its own car card service, with Jack Senseney (vice president of Joslin) in charge of the department. Alvin D. Joslin, who has handled the car card advertising in the city for many years, is to continue as a consultant to the Public Service Company, but he plans to move back to his native Kansas City where he has other transportation advertising interests.

Local advertisers are the best customers, accounting for 70 per cent of St. Louis transportation advertising. It is a favorite medium of advertisers looking for coverage in controlled parts of the city, especially residential



## SPECIAL MARKET REPORT

### National Magazine Circulation in St. Louis Area

County	Reader's Digest		TV Guide		Life		Look		New Yorker		Sat. Eve. Post		McCall's
	1955	1959	1957	1960	1949	1959	1950	1960	1955	1959	1951	1959	1949
Jefferson, Mo.	1,714	2,785	77	527	436	715	550	1,378	8	11	394	1,171	673
St. Charles, Mo.	1,278	2,100	137	465	463	779	555	1,553	13	9	353	971	530
St. Louis, Mo.	83,908	93,410	4,578	17,416	34,820	52,276	23,485	43,619	3,148	3,473	27,586	37,561	32,525
Madison, Ill.	10,027	12,469	995	2,889	3,837	6,162	3,721	7,362	93	112	3,670	4,711	4,005
St. Clair, Ill.	8,784	11,898	1,097	2,510	3,689	6,086	3,415	7,999	98	100	2,962	5,388	4,076
Total	105,891	122,462	6,805	23,787	43,225	66,018	31,726	61,911	3,360	3,705	34,965	49,802	41,609

Source: Magazine Advertising Bureau, and publisher's statements on McCall's.

districts where other types of outdoor signs may be restricted.

The St. Louis Public Service and County Transit feeder lines (making up the bulk of the service in the commuter area on the Missouri side of the river) have 400,000 revenue passengers each week day. In the greater St. Louis area there are an estimated additional 200,000 passengers a day. Almost all of these riders make the return trip by public transit; and the chances of their riding in the same vehicle on the return trip are negligible. Therefore, practically all of the daily riders can view a car card located in half the vehicles—or 550 vehicles in St. Louis city, about 800 in city and county. For 100 per cent in coverage in a month's time, Mr. Senseney estimates that one quarter of the vehicles (400 cards) is enough. However, he points out that many car card users buy for repetition as well as reach.

Outside transportation signs available include: headlight signs 11 by 42 inches on the front of buses; king-size signs on the sides in two sizes (3 by 12 feet and 21 by 44 inches); rear signs 11 by 60 inches. The Politz study of king-size poster exposure in Philadelphia is applied by formula in other cities; and in St. Louis, according to this formula, king-sizers are exposed to 120,000 persons a month.

Transportation advertising is currently off slightly in St. Louis, as volume of people going to and fro in private automobiles mounts. However, the traffic problem is also mounting; and in city planning the public transit system continues to play a vital part. Furthermore, as traffic slows, and becomes jammed during peak travel periods, transportation advertising salesmen are able to point with some truth to longer exposure of such signs as those on the rear of buses.

The first experiment in park-and-ride facilities is successful. City planners are calling for more of this: private transport, to periphery parking, to public transit system. The park-and-ride route runs from Forest Park on the western edge of the city to downtown, a 14-minute ride and carries 1,500 people a day both ways. From Forest Park they drive home in 1,000 private cars.

#### Typical Magazine Market

Magazine circulation of national and farm magazines in the Standard Metropolitan Statistical Area follows the typical pattern of magazine circulation in other large cities. Total combined circulation of a group of 36 magazines studied by Magazine Advertising Bureau rose in the five counties from 648,000 in 1950 to 869,000 in 1960, a 34 per cent increase. During the same period these magazines' total U. S. circulation rose 36 per cent.

Biggest gains in the area were registered in the Missouri counties of Jefferson and St. Charles, reflecting the development of exurban, magazine reading communities. St. Louis County, including the city area, showed the least increase in magazine circulation—but this was still a healthy 30 per cent.

A spot check of circulation among seven individual magazines shows growth for each one (see accompanying table), some more than others. For example, *TV Guide* almost quadrupled its circulation from 1957 to 1960. *Look* almost doubled its circulation from 1950 to 1960. *Life* increased its circulation by about half from 1949 to 1959. *Reader's Digest*, with more modest recent gains (up 16 per cent from 1955 to 1959), had piled its total up to 122,000 in the five counties by 1959.

## Television Homes In St. Louis Area

County	Spring 1952			January 1960		
	Total Homes	TV Homes	Per Cent Homes With TV	Total Homes	TV Homes	Per Cent Homes With TV
St. Louis, Mo.	389,380	234,600	60%	465,600	457,450	97%
St. Charles, Mo.	8,900	4,240	48%	11,700	11,020	94%
Jefferson, Mo.	11,600	5,560	48%	19,800	18,750	95%
Madison, Ill.	67,400	34,960	56%	75,200	70,090	93%
St. Claire, Ill.	56,800	28,630	50%	69,900	64,390	92%

SOURCE: A. C. Nielsen

### TV: Sharpened by 4-Station Competition

In St. Louis there are four major television stations. This creates not only strong competition for other types of media but also intense rivalry among the TV outlets. This also tends to fragment the audience, which in turn puts great emphasis on programming. Channel jumping among viewers is not uncommon, and time buyers have to be alert to preference patterns for shows as well as average audience patterns of the stations.

Television homes in the Standard Metropolitan Statistical Area are estimated at 622,000 (97 per cent of total homes) by A. C. Nielsen. Average percentage of TV homes with sets in use varies (according to American Research Bureau data for a typical month, October 1960) as follows:

In Average Quarter Hour  
Per Cent Sets in Use

#### Monday through Friday

9:00 A.M.-noon.....	12.6%
noon-3:00 P.M.....	15.0
3:00-6:00 P.M.....	21.0
6:00-10:00 P.M.....	57.0
10:00-midnight .....	33.7

#### Saturday

Sign-on-6:00 P.M.....	21.5%
6:00-10:00 P.M.....	54.8
10:00-midnight .....	39.6

#### Sunday

Sign-on-6:00 P.M.....	19.3%
6:00-10:00 P.M.....	61.1
10:00-midnight .....	29.8

In St. Louis, as these figures show, there is a considerable audience all week long, both daytime and evening—although evening is obviously a period of concentrated viewing. The audience, however, can be well divided among stations. During a Nixon-Kennedy debate carried by three of the stations, almost two-thirds of the sets in homes were tuned to the debate, and that was almost the entire viewing audience; but none of the three stations got more than a quarter of the TV homes in any quarter hour of the debate.

By the same token, generally popular shows can attract a large share of the TV market. In the same week, for example, "Real McCoys" on KTVI (ABC) got half the sets in use on Thursday at 7:30 P.M.; "Bonanza" on KSD (NBC) got more than half the sets in use on Saturday at 6:30 P.M.; and "Candid Camera" on KMOX (CBS) got more than half the sets in use on Sunday at 9:00 P.M.

The network shows do well in St. Louis, but it is also a good town for local news and local sports. Local "specials" are not uncommon, the most recent being related to the rebuilding program. Called "St. Louis in 1985," it was a semi-comic documentary on KMOX-TV, hour-long, starring native-son Vincent Price, sponsored by the local utility, Union Electric Company. The station is CBS-owned.

KMOX-TV is particularly proud of its public service programming. One of its prime-time regulars during the week (10:15-10:30) is "Eye on St. Louis," in which subjects range from the need for better sewers to plants in the park.

KSD-TV has the longest experience in the market, as the outlet for NBC which dominated the TV scene in St. Louis from 1947 to 1954. Owned by the St. Louis

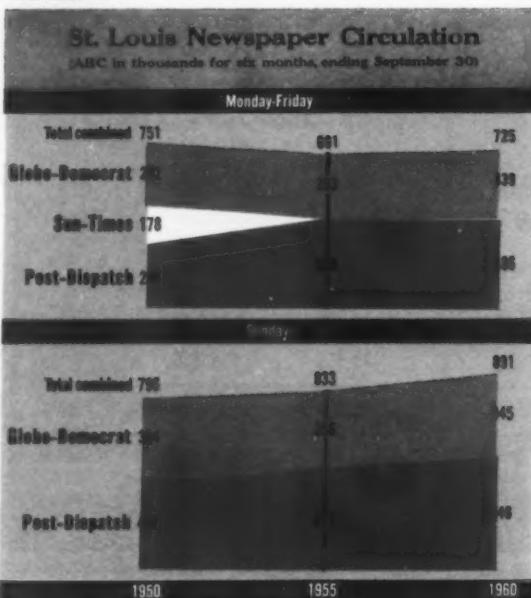
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*Post-Dispatch*, it competes directly with KMOX for honors in news coverage, drawing on the *Post-Dispatch* newsroom for both local and national and international coverage. It broadcasts practically all of NBC's programming, including Jack Paar, who carries a substantial audience through to midnight.

A highspot in KSD-TV's local programming is the Charlotte Peters Show, noon to 1:00 P.M. weekdays, an unrehearsed audience participation variety that has made Miss Peters "Miss TV" to thousands of women in the area.

KTVI, the ABC outlet, is one-quarter owned by the St. Louis *Globe-Democrat*, and represented by Blair-TV. It is building its audience through varied programming of civic affairs, local news (six people on its news staff), educational shows, and such top-rated shows as Jack La Lanne, 9:00-9:30 weekdays with a physical culture show; "Romper Room," 9:30-10:00 weekdays; and in key evening half-hours, "Wyatt Earp," "Untouchables," "Sea Hunt." Like the other TV stations in the market, it claims broad regional coverage, stretching far out beyond the Metropolitan Market.

KPLR-TV, the newest station in the market, airdated mid-1959, is owned by Harold Koplar, owner of the socially popular Chase and Park Plaza Hotels, south of Forest Park. The television studio is a part of the hotel compound; and its programming is associated with events at the hotel. Public rooms (e.g., the Khorassan, a popular night spot) are wired for TV hook-up. Social events, like the Veiled Prophet Ball, which opens the St. Louis social season, are televised by the station from the hotel.

A favorite hotel for baseball players (Stan Musial is on the board of directors). The station is represented by Peters, Griffin & Woodward.

### Radio: 17 Stations Want the Driver Audience

St. Louis is even more of a multi-station market for radio. There are 12 AM stations and five FM stations, with some of the FM stations independently operated and some offering simulcasts of AM programs. For example, KADI-FM is owned and operated by KADY, and KADY simulcasts its adult music programs. KSTL in East St. Louis also operates KSTL-FM. KMOX (CBS owned) will start FM simulcasts in April. WIL (Balabu operated) will add an FM outlet early this year. However, KSD (NBC affiliated) broadcasts in AM only. Other FM stations are KCFM, KWIX and WAMV-FM in East St. Louis (active sister station to WAMV-AM).

About half the total radio revenue comes from national or regional advertisers, half from local sponsors. But the importance of local advertisers varies considerably among stations. KMOX estimates that its revenue is half national and half local. In general, radio appears to be more of a local medium than television, as the latter gets almost three-fourths of its business in St. Louis from national and regional accounts.

The two stations in the market that have been at or near the top consistently in recent Hooper, Nielsen, and Pulse ratings (KMOX and WIL) present some interesting contrasts. Their programming is quite different, and they appear to be reaching audiences of widely divergent tastes. One indication of that is the extent to which their audiences are made up of adults, as indicated by Pulse reports. Pulse shows, for example, that in August average 7:00 A.M. to 7:00 P.M. audience for KMOX were 90 per cent adult, whereas for WIL they were 76 per cent adult.

KMOX is characterized as a serious "talk" station because from noon to 7:00 P.M., it is all talk, with the 3:00 to 7:00 P.M. segment organized into one localized "Monitor" type program called "At Your Service." Radio Advertising Bureau found this programming so successful that it published a report to station management about it and CBS stations in four other markets are adapting the format to their needs.

The first hour of "At Your Service" is a live press conference with a local celebrity. Listeners join into the questioning by phoning in questions. The second hour gets into a variety of news features, making heavy use of a mobile microphone to get reports on-the-spot over town. The last two hours are divided into merchantable news segments and news features, with the mid-hour automotive audience and late-afternoon home audience in mind: weather, sports, business news, "Bob and Ray" (a

Ray" from the CBS radio network—broken into five-, ten-, and fifteen-minute segments. This fits in with the station's policy of selling more programs and program segments, fewer straight spots.

WIL characterizes itself as a "fun" station. Its concept of radio is as a companion: fun to listen to, fun to be with. It is first of all a popular music station, judging what to play on a formula of juke box, record sales, and record requests. It is in addition an energetic and articulate local news broadcaster, with a news staff of nine persons, mobile equipment, and reporting zeal. And it is a highly promotional organization, Balaban owned, and run locally by Balaban vice president and key salesman, John F. Box. It uses a lot of advertising in local media, promotional contests, and sells at one rate. Since 1957, when Mr. Box took over, WIL has increased its share of audience at least ten times and has run its dollar volume in St. Louis up to an estimated \$2 million a year.

Other radio stations in the area seek equally unique images. KWK, an independent represented by Headley-Reed Company, was purchased two-and-a-half years ago by the owners of WEMP, Milwaukee. Samuel I. Newhouse, who owns the *Globe-Democrat*, formerly had an interest in it. Andy Spheeris is the president of WEMP, and he has made use of personalities associated with the Milwaukee outlet to build his audience in St. Louis. William M. Jones, Jr., is vice president and general manager of KWK, which styles itself as a good music station. Like stations other than top-rated KMOX and WIL, KWK emphasizes the multi-station aspects of the St. Louis Market.

KSD, the NBC outlet, is (like KSD-TV) owned by the *Post-Dispatch*, and draws heavily on its newspaper association to build its reputation for news. For example, it worked hand-in-hand with the newspapers to keep the public informed during the 1959 tornado that ripped through the city, and to raise funds for victims of the disaster. KXOK has just been purchased by Storz Broadcasting and programming is expected to follow the pattern of other Storz stations. KXEN uses better music to secure an adult audience. Also important are KXLW, WEW, and KATZ (Negro market outlet)—all of them seeking the driver as well as the home audience.

#### Seven to Nine; Four to Six

Driving times are a factor in radio buying because of the large number of office and factory workers who struggle through the still unsolved traffic jams in private cars, listening to the radio. Auto radios add at least 500,000 listeners daily, with peak driving times 7:9:00 A.M. and 4:6:00 P.M. Driving stays at a relatively high level through the middle of the day.

In the city, 62 per cent of families own at least one

car, six per cent own two. And in the balance of the county 91 per cent of families own one car, and 20 per cent own two or more cars. The driving audience includes housewives as well as male and female workers commuting. Add to this the accumulation of truck traffic in and around St. Louis, and you have not only a tremendous audience for auto radio and outdoor, but also the grand-daddy of all traffic problems. The mayor calls traffic his current number one problem. The city's own study shows that the central business district accumulates almost 25,000 passenger vehicles (autos, buses, and taxis) during the day, carrying almost 90,000 people in and out of the district.

Road building and garage construction designed to ease the traffic problem include a broad traffic loop downtown and three expressways that are partially completed: The Mark Twain, running north to the airport; the Daniel Boone, cutting west through the suburbs; the Ozark, to be built south when purchase of the right-of-way is completed. Needless to say, the expressways will stimulate still greater mobility of St. Louis' media marketplace.

#### Newspapers: Pulitzer vs. Newhouse

Since 1951, St. Louis has been a two-newspaper town daily and Sunday. The *Post-Dispatch*, founded by Joseph Pulitzer, Jr., is the leader both daily (afternoon delivery) and Sunday in both dollar volume and circulation. However, the *Globe-Democrat* (morning delivery) has developed as a strong weekday competitor since it was taken over by the Newhouse chain in 1955.

The two-newspaper situation developed when the *Post-Dispatch* purchased the old *Star-Times*, whose circulation weekdays was 178,000 (ABC for six months ended September 30, 1950), compared to 281,000 for the *Post-Dispatch* and 292,000 for the *Globe-Democrat*, the leading daily at that time. *Post-Dispatch* weekday circulation jumped to 400,000 for the similar period in 1951, and has ranged between 380,000 and 414,000 ever since—listed as 385,009 in the Publisher's Statement for the same period in 1960.

The *Globe-Democrat* weekdays was only 1,000 higher (293,000) in 1955 when Mr. Newhouse took over and installed Richard H. Amberg as publisher. Since then circulation has risen to a figure of 339,129 according to the comparable current Publisher's Statement. This is a 16 per cent increase for the Newhouse group; but the *Post-Dispatch* still has 14 per cent more weekday circulation, 44 per cent more Saturday circulation, and 58 per cent more Sunday circulation.

There appears to be room for circulation expansion of both newspapers weekdays. Total combined circulation weekdays has dropped from 751,000 (three newspapers) in 1950 to 725,000 (two newspapers) in 1960, during



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a period when population of the Standard Metropolitan Statistical Area rose 20 per cent. Both newspapers offer insurance policies to subscribers and carry contest promotions; but less than two per cent of *Post-Dispatch* circulation daily is at reduced prices or related to other special inducements, and between nine and 10 per cent of *Globe-Democrat* circulation daily (heavy on home delivery in the morning to catch driver-commuters before they go to work) is in this category.

Next-to-final edition press times daily (the heaviest runs) are 12:22 A.M. for the *Globe-Democrat* and 1:49 P.M. for the *Post-Dispatch*. Coverage of both papers extends far beyond the metropolitan market, with 20 per cent or more coverage in 60 Missouri-Illinois counties.

Competition between the two papers centers on the weekday editions. The *Post-Dispatch* continues to strive for the principles of "progress and reform" that were set down for it by its first Pulitzer, and that are quoted daily above the first Pulitzer's by-line on its editorial page. It carries a substantial amount of international and national news, still seeking to support local civic progress, and as such is spoken of as the "New York Times in mid-U. S. A." The *Globe-Democrat* is equally keen as a supporter of civic progress, befitting its concept of concentration on local news coverage; and Publisher Amberg has been known to write his own incensed editorials about local problems. Space buyers characterize the *Post-Dispatch* as a conservative giant; the *Globe-Democrat* as a lively, up-and-coming, two-fisted competitor. Many of them buy both.

### Three Supplements on Sunday

In Sunday circulation the *Post-Dispatch* was well ahead of the *Globe-Democrat* 10 years ago, and has enlarged its lead considerably since then. The old *Star-Times* did not have a Sunday edition. Of the total lineage run on Sunday, about three-fourths goes into the *Post-Dispatch*—not counting lineage in *Parade* (distributed with the *Post-Dispatch*) and in *American Weekly*, and *This Week* (both distributed with the *Globe-Democrat*). The *Post-Dispatch* share of daily lineage is less than that; but it was about two-thirds of the total when the *Globe-Democrat* special sections lineage was not included for first nine months 1960.

With undisputed leadership in the Sunday field, the *Post-Dispatch* carries 34 per cent of its lineage on that day. However, its rival claims that restricted press capacity for the Sunday edition is holding it back competitively. The *Post-Dispatch* prints both newspapers; and naturally insists on getting sufficient press time for its own Sunday edition, and also prints its own Sunday news section with a later closing (8:00 P.M. for the *Globe-Democrat*, and

11:06 P.M. for the *Post-Dispatch* Saturday nights). New press capacity due in March will ease the strain.

It is also impossible to meet demands for ROP color at the present time, although both newspapers carry ROP. More press capacity for color is due in 1962.

The *Globe-Democrat* offers both bulk discounts and Continuity-Impact-Discount plan to national advertisers; the *Post-Dispatch* has a bulk discount plan. National representatives are Moloney, Regan and Schmitt (G-D) and Million Market Newspapers (P-D).

### Negro Media: Opportunity Knocks

All media in St. Louis are mindful of the specific aspects of the Negro market within the total market. The two leading newspapers have important circulation in Negro districts; certain types of music on radio are said to be attractive to Negro audiences. In addition there are newspapers and radio stations beamed directly at Negroes. The leaders are the *Argus*, a weekly published on Fridays; and radio station KATZ. In addition, the Chicago *Defender* and the Pittsburgh *Courier* have important circulation among St. Louis Negroes. And *Ebony* circulation in the Standard Metropolitan Market is 101,260.

Both the Negro press and the general press in St. Louis agree that pass-along circulation is considerably higher in Negro communities. They also admit that Negro reading is less than that of Whites in the area. The *Argus* concentrates its circulation in the north central part of the city; and claims 75 per cent coverage in at least half of that section. Pulse figures on share of Negro audience give KATZ a commanding lead in that part of the market: 44 per cent share in the morning, 38 per cent share in the afternoon, and 63 per cent share in the evening.

The *Argus* is an old, established newspaper, now headed by Frank W. Mitchell, a nephew of its founder.

KATZ (owned by Laclede Radio, and managed by Robert Lyons), has developed a core of Negro personnel and newsmen. Two Negro women are among its performers, with a daily women's program styled for the market. It includes a Sunday afternoon roundtable discussion group program that heads into controversial subjects (like the thoughts of Negro mothers on segregation). It editorializes; and has carried some of its crusades on behalf of Negro rights to City Hall with apparent success.

All of this adds up to an exciting marketplace. Expansion, readjustment, change are in the air of the city; and its large assortment of highly competitive media are all to the expanding opportunities in their overlapping media markets. For the national advertiser it is a large market in which a complicated mixture of media is very likely desirable, to secure not only depth of penetration but also coverage of a broad base of middle-income families.

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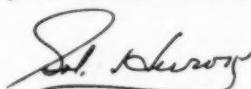


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